



Entertain  
**Educate**  
Engage

KMOS  PBS®



**6.1 HD PBS**

**6.2 KMOS Create**

**6.3 KMOS Emerge**

**6.4 PBS Kids**



# Our MISSION

**KMOS-TV's mission is to be an innovative public media organization that strengthens central Missouri by engaging, educating, and entertaining citizens.**

# Our VISION

**KMOS serves the citizens of central Missouri with high-quality educational content and experiences online, over-the-air, and in our communities. We cultivate UCM students' professional development and encourage creative exploration through a multi-disciplinary learning lab that supports the classroom environment.**



# KMOS REACHES

## 129,401

INDIVIDUAL VIEWERS FROM 5 AM-5AM

## 79,104

HOUSEHOLD PER WEEK  
(1.51 PEOPLE PER HOUSEHOLD)

## 93%

OF NON-INTERNET HOMES

## 82%

OF RURAL HOMES

### PBS AFFLUENTS RANK #1 IN:

- HAVING A POST GRADUATE DEGREE
- SPENDING ON CRUISES
- HOME REMODELING
- TV, PHONE, & INTERNET
- OWNING MUTUAL FUNDS
- USING A FINANCIAL PLANNER
- PLAN TO TAKE A DOMESTIC TRIP/VACATION



SOURCE: Nielsen NPOWER, 9/25/2017 - 9/23/2018, L+7 M-Su 6A-6A TP reach, 50% unif., 1+min., lower income=HH w/Inc <\$25K, rural= Cty Sz C&D. All PBS Stations.

Source: 2019 Ipsos Affluent Survey, USA. Adults 18+ with \$125K+ HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CNN, CBS, CNBC,





# DIGITAL OPPORTUNITIES

## PBS AFFLUENT VIEWERS RANK #1

IN BROADCAST & MEDIA

WITH THEIR EXCESS OF WEALTH THEY SPEND MORE ACROSS  
VARIOUS CATEGORIES

### LIVE STREAM KMOS-TV ON YOUTUBE TV

#### KMOS.ORG

Average age of user: 55+

Average user: Male (51.6%)

Pageviews: 170,410

Unique pageviews: 84,682

Average time on page: 01:15

Source: Google Analytics Data © 2020 for KMOS.org 2019

REACH **NEW** MARKETS &  
PROMOTE YOUR **BUSINESS**  
ON KMOS.ORG

	970 x 250	728 x 90	300 x 250
Format	jpg or png	jpg or png	jpg or png
Max File Size	40k	40k	40k
Resolution	72 dpi includes external link	72 dpi includes external link	72 dpi includes external link
Annual Rate	\$3,000	\$2,000	\$150
Rates Per Year	\$3,000	\$2,000	\$1,600

\*preferred sizing

Net to station

Source: 2020 Ipsos Affluent Survey, USA. Adults 18+ with \$125+ with HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CBS, CNN, MSNBC, NBC, FOX, FOX News Channel



# SPONSORSHIP

By sponsoring KMOS, you will be making a very visible contribution to our community. Our audience tends to be more **educated, affluent & involved** in the community. They believe that organizations that support public broadcasting have a commitment to quality and excellence. By sponsoring, you will build **brand trust** and **loyalty** and drive a message of **quality** to this targeted audience.



**KMOS-TV** is a service of the University of Central Missouri since 1979.



UNIVERSITY OF  
CENTRAL  
MISSOURI

Founded in 1871 in Warrensburg, Missouri more than 151 years later, UCM has grown to serve more than **10,000** students.



# CONTACT

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