

KTWU Channel 11 Sponsorship Benefits

- **Viewers support businesses that support Public Television:** 66% of PBS viewers are more likely to purchase the products and services from those who sponsor PBS programming! Of PBS viewers, 75% believe PBS sponsors are committed to excellence and 73% can recall corporate sponsors. For 10 consecutive years, Americans have rated PBS as the most trustworthy organization in the U.S., far more than Broadcast TV, newspapers or cable TV (45% compared to 17%, 11% & 9%, respectively). [Sources: Hart Research Associates/American Viewpoint Polling, Cone-Roper Worldwide]
- **Key Point:** The largest segment of Americans are “Boomers” (Adults 50+), the Boomers have the greatest disposable income for the purchase of products and services and represent most of the decision-makers in business. **ADULTS 50+ CONTROL 70% OF ALL U.S. NET WORTH!** (Source: AARP)
Boomers are KTWU viewers! They are affluent, educated and leaders.
- **Loyal Audience:** KTWU began broadcasting in 1965 and was the first PBS station in Kansas, so most of KTWU's current audience grew up with quality PBS television programming! Viewers want to support programming excellence that they feel isn't available anywhere else on television. Viewers value their ability to provide personal input into what programs they view by simply calling KTWU and speaking with our programming department (unique in television!).
- **KTWU viewers watch more television, they will see your sponsorship message and react!:** TV viewers, ages 50-64, make up the largest segment of the traditional TV audience (25%) and Adults 65+ watch more than twice as much traditional TV as teens and 37% more TV than ages 35-49! (Television viewing break-out: Adults 25-34: 12%; Adults 35-49: 22%; Adults 50-64: 25% and Adults 65+: 18%) Source: Nielsen Cross-Platform Report, 2011
- **Exclusive/Quality Programming:** PBS is the #1 television and video source for classroom programming in the country! Award-winning programs that educate children and allow teachers and early childhood professionals to more effectively teach as well as earn graduate/continuing education/professional development program credits (including KTWU website programs). **Emmy Award-winning local programming** from drama and documentaries to National/Local news provides diverse options for targeting any sponsor's buyers.
- **Reach:** KTWU delivers your message to homes in Eastern Kansas from Manhattan to Emporia to Kansas City to Fort Scott to Chanute (39 counties)! **Your message reaches 1,667,635 TV viewers within its coverage area!**
- **Affordable:** KTWU is more affordable, compared to other media/TV options.
- **Less Clutter:** There are only about five minutes per hour of non-programming on PBS compared to 15 minutes on Broadcast or 14 minutes on Cable.

KTWU (PBS)

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