

KERA KIDS CONNECTS

NORTH TEXANS WITH
ENGAGING, EDUCATIONAL

PBS KIDS®

PROGRAMMING
VIEWED BY KIDS AND
THEIR CAREGIVERS

KERA

kids

KERA Kids devotes 12 hours each weekday, and four hours each Sunday to PBS KIDS programming. On air, online, in print and through events, KERA Kids is part of the everyday lives of North Texas kids and their caregivers.

Associate your organization with the nation's most trusted and most watched TV source for kids' programming.¹

- **80%** of parents believe that PBS KIDS is the undisputed leader in children's programming²

REACH KIDS AND THEIR CAREGIVERS

- PBS KIDS is available in **95%** of U.S. Households³
- **71%** of kids age 2-8 watch PBS KIDS⁴
- Adults 18+ make up **35%** of the PBS KIDS viewing audience¹

DELIVERING THE RIGHT MARKETING MIX

KERA Kids combines PBS KIDS programming with fun, educational vignettes and sponsors' messages written for and benefiting kids. Our multiplatform sponsorship initiatives — including character appearances — strike the right balance between what marketers value and PBS KIDS' noncommercial nature.

PARENTS HOLD COMPANIES THAT SPONSOR PBS KIDS IN HIGH REGARD

- **78%** would choose to purchase a product or service that supports PBS KIDS⁵
- **50%** more likely to have purchased a product or service because the sponsor supported PBS KIDS⁵

Increase your company's visibility in the community and associate your brand with KERA Kids and PBS KIDS — the quality and trusted leader in educational television.

Source: 1 Nielsen NPOWER, NTI 14-15 season, 2 Survey Sample International, January 2016. PBS KIDS compared to Disney, Disney Jr., Nick Jr., Nick, Cartoon Network, 3 Nielsen TV Universe Estimate, 2016, 4 Nielsen NPOWER, NTI 14-15 season reach, M-Su 6A-6A time period, 6+, 5 ORC Parent CARAVAN, April 2014

KERA KIDS OFFERS BROAD REACH AND PERSONAL ENGAGEMENT WITH YOUR CURRENT AND PROSPECTIVE CUSTOMERS

CAREGIVERS 365

Limited to four organizations, this EXCLUSIVE multiplatform approach keeps your brand top of mind with consumers 365 days a year.

- Your on-air message
- Community engagement at branded event
- Character appearances
- Online presence on KERA Kids homepage
- On-air station message recognizing your support
- Share sponsorship of on-air vignettes

PARTNERS

Designed to promote your venue or event, Partners pairs on-air messages with PBS KIDS character appearances.



Talk with our KERA Kids specialist to discover how your organization can connect with North Texas families.