



underwriting guide

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be more



KNME Station Information

fast facts

[New Mexico's Largest Public Television Station](#)

- For over 53 years, KNME-TV has been a valuable community resource in New Mexico providing in-depth public affairs programming, local and historical programs celebrating a diversity of art and cultural, as well as education and outreach services to educators and caregivers, and lifelong learning opportunities through broadcast and online media.
- KNME reaches over **650,000 households each week** with over 25,000 members in central and northern New Mexico including the Navajo Nation. More than two-thirds of New Mexicans are served by KNME.
- KNME operates four digital channels: **KNME 5.1** (PBS programs), **KNME 5.2 V-Me** (PBS Spanish language programming), **KNMD 9.1** (alternate PBS programs and PBS World) and **KNME 9.2 Create** (lifestyle, how-to and travel programs).
- KNME's website, knme.org, is an exciting online destination for exploring public television content in new ways with over 250 original productions and 80,000 page views per month.

[Inspirational and Award-winning Programming](#)

- KNME productions have won national and regional awards including a Peabody Award, a national Emmy and 40 regional Emmys.
- KNME is one of the top ten most watched public television stations in the country.
- KNME produces inspiring and informative documentaries showcasing the beauty, culture, and history of New Mexico with programs such as the award-winning **Balloon Fiesta** and **Painting Taos**. KNME's weekly public affairs series, **New Mexico in Focus**, explores issues that matter to New Mexicans.

[A Leader in New Mexico Education](#)

- KNME's **Ready To Learn** service impacts the lives of over 7,000 children each year. Over the years, KNME has presented hundreds of **Ready To Learn** workshops for parents and caregivers and distributing thousands of books.
- **PBS Teacherline** of New Mexico provides on-line professional development for teachers. Over 300 New Mexico teachers, many in remote areas, have participated in **PBS TeacherLine** courses.
- KNME is a pilot station for the **New Mexico PBS LearningMedia**, an online library of high quality, web-based educational resources for grades pre K-12.
- KNME's **Science Central** initiative utilizes public television science programming, community outreach events, educational experiences for middle school students at local science museums, a special website and career education spots for students to promote science literacy, science education and interest in science related careers in science, technology, engineering and mathematics (STEM).

About KNME

channels

KNME Channel 5.1 in High Definition



KNME 5.1 is our flagship broadcast channel, with all your favorites in drama, performance, news and public affairs. Each week, we broadcast 40 hours of award-winning, entertaining children’s programs into the 650,000 households of northern and central New Mexico. And we offer our locally produced programs that reflect the current affairs and culture of our communities.

KNME Channel 5.2 V-me in Standard Definition



V-me is a real alternative to traditional Spanish language TV programming. This channel offers smart, engaging and empowering entertainment for America’s Latino families. With **sports, news/current affairs, music, lifestyle, nature and drama**. V-me offers the best in **children’s Spanish TV**, including Plaza Sesamo.

KNMD Channel 9.1 in High Definition



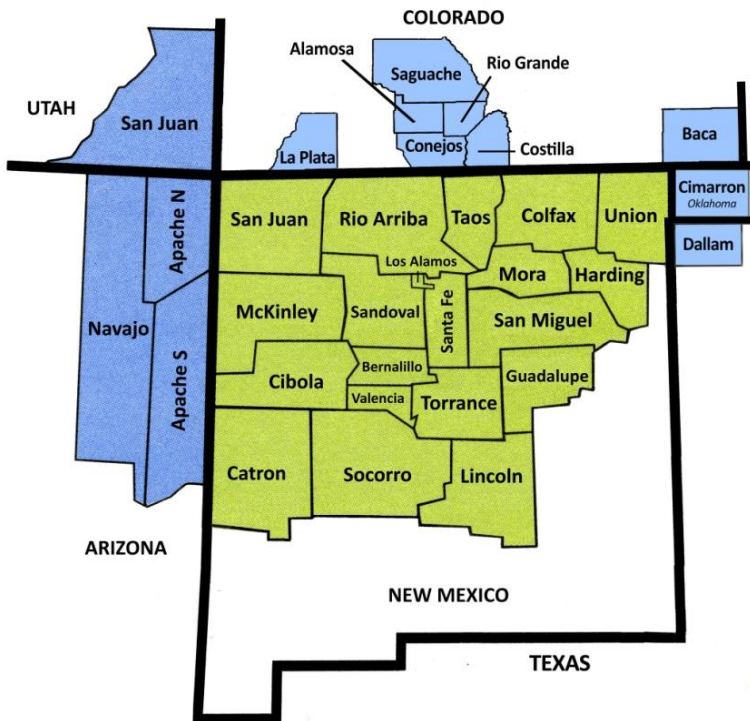
PBS World offers time-shifted premieres from Channel 5.1. Did you miss the premiere of Masterpiece on Sunday night on 5.1? Tune in to 9.1 Tuesday for a repeat! PBS World also offers more programs with an emphasis on documentaries, science, current affairs and history, presenting high quality shows that we just don’t have room for in our 5.1 primetime schedule.

KNMD Channel 9.2 Create TV in Standard Definition



Create TV serves audiences with round-the-clock broadcasts of the most popular lifestyle and how-to programming seen on public television – where lifestyle programming got its start! More often called “do-it-yourself” or DIY, the program genres seen on Create TV include **cooking, travel, arts and crafts, gardening, home improvement** and other lifestyle interests.

KNME BROADCAST COVERAGE AREA



On Comcast Cable:

- KNME-SD is on Channel 5
- KNME-HD is on Channel 220
- KNME 5.2 is on Channel 203
- KNMD 9.1 is on Channel 204
- KNMD 9.2 is on Channel 205

On Dish and DirecTV:

KNME 5.1 & 5.2 are available on Dish and DirecTV satellite services.

Supporting

public TV

Marketing & Advertising Opportunity

- **Image Marketing:** No other medium can match the power of the public television image.
- **Double Targeted Marketing:** Your message can reach, not only those who can afford your product or service, but those who have a “specific interest” in it.
- **Consumer Trust:** PTV has earned the highest “Trust” from consumers; so, they are more likely to trust those who are associated with the most “trustworthy of media.”
- **Higher Income Market:** Although the PTV audience includes those from all economic levels, it has the highest percentage of upper income viewers.
- **Highly Educated Market:** Although the PTV audience includes those of all educational backgrounds, it has the highest percentage of well-educated viewers.
- **Diverse Audience:** PTV’s “diverse” programming insures a “diverse audience.”
- **Viewers with a Specific Interest:** PTV’s programs that explore a “specific area of interest” afford you the opportunity to reach your “specific target market.”
- **Business and Government Leaders:** The PTV audience includes the highest percentage of business and government leaders in your community.
- **Central and Northern New Mexico:** KNME’s coverage area includes 650,000 households and 1.7 million viewers.
- **Special Support of KNME viewers/members:** Through their KNME membership, our viewer/members have a special stake in KNME. So, they have a “special reason” to support those businesses that help KNME to thrive.

Corporate Responsibility & Community Relations

- **Recognition for Doing Good:** When you do something “good” on PTV, all of the “right people” will know about it.
- **Have an Impact on Your Community:** If your company believes that to “do well, you must do good,” on public television the “good” you do reaches far and wide.
- **Be in Good Company:** Join many respected, successful companies that support public television.
- **Share the mission of public television:** Be a part of the mission of to educate, inspire and enrich.
- **Best in Children’s Programming:** PTV has earned a reputation for the “best” in children’s programming and has won a multitude of awards from the most respected organizations in media, education and parenting.
- **Major Community Resource:** With PTV you have the “unique opportunity” to give your company’s support to a recognized, major community resource.
- **Education Support:** Assist students, teachers and parents in getting the educational services they need.

Employee & Investor Relations

- **Employee Pride:** Every employee will be proud to say that their company supports KNME and will have a “special feeling of pride” when they see their company’s underwriting message on their community PTV station.
- **Employee Volunteers:** Your employees can have the privilege of participating as a volunteer for their community PTV station as Phone Friends for a Pledge Night.
- **Investor Relations opportunity:** Your “current and prospective investors” watch PTV. They know that only solid and prosperous companies underwrite on PTV.
- **Recruitment Tool:** Prospective employees will be impressed that your company is a PTV Underwriter. Your message will be seen by those you wish to attract.

schedule

Daytime Fringe Primetime Kids Program Heritage Program

Time SUNDAY		Time MONDAY		TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	Time SATURDAY	
12:00 AM	Music	12:00 AM	Austin City Limits	PBS Newshour				12:00 AM	PBS Newshour
12:30 AM		12:30 AM		12:30 AM					
5:00 AM	Inside Washington	5:00 AM	Varied Programs				5:00 AM	Austin City Limits	
5:30 AM	To The Contrary	5:30 AM	Varied Programs				5:30 AM		
6:00 AM	Religion & Ethics	6:00 AM	BBC World News				6:00 AM	Painting How To's	
6:30 AM	New Mexico in Focus	6:30 AM	Word World				6:30 AM	Fiber Arts How To's	
7:00 AM		7:00 AM	Arthur				7:00 AM		
7:30 AM	Report Santa Fe	7:30 AM	Martha Speaks				7:30 AM	Gardening and Home Improvement How To's	
8:00 AM	Heartland	8:00 AM	Curious George				8:00 AM		
8:30 AM	At the Movies	8:30 AM	Cat in the Hat				8:30 AM	Woodworking How To's	
9:00 AM	Nature Type Specials	9:00 AM	Super Why				9:00 AM		
9:30 AM		9:30 AM	Dinosaur Train				9:30 AM		
10:00 AM	Nature	10:00 AM	Sesame Street				10:00 AM	Motorweek	
10:30 AM		10:30 AM	Sid the Science Kid				10:30 AM		
11:00 AM	NOVA	11:00 AM	Clifford				11:00 AM	Cooking Shows	
11:30 AM		11:30 AM	Charlie Rose				11:30 AM		
12:00 PM	Antiques Road Show	12:00 PM	Tavis Smiley				12:00 PM	Lawrence Welk	
12:30 PM		12:30 PM	Cooking Shows				12:30 PM		
1:00 PM	Antiques Road Show	1:00 PM	How-To Shows				1:00 PM	BBC Newsnight	
1:30 PM		1:30 PM	WordGirl				1:30 PM		
2:00 PM	Specials	2:00 PM	Wild Kratts				2:00 PM	McLaughlin Group	
2:30 PM		2:30 PM	Fetch				2:30 PM		
3:00 PM	Travel Series	3:00 PM	Arthur				3:00 PM	British Comedies	
3:30 PM		3:30 PM	Electric Company				3:30 PM		
4:00 PM	This Old House	4:00 PM	NHK Newsline				4:00 PM	Masterpiece	
4:30 PM		4:30 PM	BBC World News America				4:30 PM		
5:00 PM	Moyers & Company	5:00 PM	PBS News Hour				5:00 PM	MI5	
5:30 PM		5:30 PM	Antiques Road Show				5:30 PM		
6:00 PM	Specials	6:00 PM	Antiques Road Show	Specials	Nature	Regional/Local Programming	New Mexico in Focus	6:00 PM	Independent Lens/POV & Specials
6:30 PM		6:30 PM			NOVA	Wild	Need to Know	6:30 PM	
7:00 PM	Mysteries	7:00 PM	Special Series	Frontline	Specials	Nature Programs	Performance Specials	7:00 PM	MI5
7:30 PM		7:30 PM						Washington Week	
8:00 PM	Masterpiece	8:00 PM	Special Series	Moyers & Company	Globe Trekker	Austin City Limits	Performance Specials	8:00 PM	Independent Lens/POV & Specials
8:30 PM		8:30 PM						8:30 PM	
9:00 PM	Masterpiece	9:00 PM	Special Series	Moyers & Company	Globe Trekker	Austin City Limits	Performance Specials	9:00 PM	Independent Lens/POV & Specials
9:30 PM		9:30 PM						9:30 PM	
10:00 PM	Specials	10:00 PM	Special Series	Moyers & Company	Globe Trekker	Austin City Limits	Performance Specials	10:00 PM	Independent Lens/POV & Specials
10:30 PM		10:30 PM						10:30 PM	
11:00 PM	MI5	11:00 PM	Charlie Rose				11:00 PM	Independent Lens/POV & Specials	
11:30 PM		11:30 PM	Charlie Rose				11:30 PM		

on-air rates

Rates are net to KNME. Due to PBS pledges drives, programs are subject to pre-emption.

Program Sponsorships		3 Months	6 Months	9 Months	12 Months
<ul style="list-style-type: none"> spots air before and after program add 20% for heritage program 			20% Discount	30% Discount	40% Discount
Primetime	1 airing per week	\$3,250	\$5,200	\$6,825	\$7,800
Fringe	1 airing per week	\$1,560	\$2,496	\$3,296	\$3,744
Fringe Strip	5 airings per week	\$6,240	\$9,984	\$13,104	\$14,976
Daytime	1 airing per week	\$910	\$1,456	\$1,911	\$2,184
Daytime Strip	5 airings per week	\$3,640	\$5,824	\$7,644	\$8,736
Adjacency Packages		3 Months	6 Months	9 Months	12 Months
			20% Discount	30% Discount	40% Discount
Standard Run of Schedule (ROS) <ul style="list-style-type: none"> \$50 per airing Sun-Sat, 5:00am to 1:00am 8 airings per week 		\$5,200	\$8,320	\$10,920	\$12,480
Partial Run of Schedule (ROS) <ul style="list-style-type: none"> \$60 per airing Sun-Sat, 5:00am to 1:00am except kids programs 8 airings per week 		\$6,240	\$9,984	\$13,104	\$14,976
PBS Kids Run of Schedule (ROS) <ul style="list-style-type: none"> \$15 per airing Mon-Fri, 6:30am to Noon, 3:00pm to 5:00pm 10 airings per week 		\$1,950	\$3,120	\$4,095	\$4,680
Fixed Adjacencies		3 Months	6 Months	9 Months	12 Months
<ul style="list-style-type: none"> \$1300 minimum buy 1 airing per week 			20% Discount	30% Discount	40% Discount
Primetime	\$100 per airing	\$1,300	\$2,080	\$2,730	\$3,120
Fringe	\$50 per airing	\$650	\$1,040	\$1,365	\$1,560
Daytime	\$25 per airing	\$325	\$520	\$682	\$780
Specials Sponsorships		Other Rates			
<ul style="list-style-type: none"> \$2400 minimum buy \$300 per special spots air before and after each program 		<ul style="list-style-type: none"> PBS Kids program sponsorships are 10-seconds at .70 x rate 30-second spots are 1.85 x rate additional 3% discount for upfront lump sum payment 			
Dayparts Description					
<ul style="list-style-type: none"> Primetime Mon-Sun, 7:00pm to 11:00pm Fringe Mon-Fri, 5:00pm to 6:30pm, 11:30pm to 1:00am; Sat, 5am to 6:30pm; Sun, noon to 6:30pm, 11:30pm-1:00am Daytime Mon-Fri, 5:00am to 4:30pm 					

Underwriting Credit

guidelines



The KNME Underwriting Credit (Spot) Guidelines are guided by FCC rules and regulations related to such on-air messages that appear on non-commercial stations on behalf of for-profit companies. KNME is also guided by PBS rules and regulations for credits that appear on the national programs distributed by PBS. In addition, KNME is sensitive to local issues when deciding the appropriateness of an underwriting credit. Each credit is considered individually and the same consideration is given to non-profits and for-profits. All organizations (for-profit and non-profit) are required to follow the same guidelines. Special consideration may be given to what are determined to be *purely educational messages* whose sole intent is to educate, inform or encourage safe, helpful, and healthy behavior (i.e., “Turn off the lights” or “Stay away from dangerous mines” etc.).

- Requirements:**
- **Underwriting credit (spot) must be either 30, 15 or 10 seconds in length. 10-second spots are primarily for children’s programming.**
 - **Text copy of the audio must be approved by KNME prior to spot production. Guidelines apply to both audio and video components.**
 - **All information and elements needed to produce the underwriting credit (spot) must be received by KNME at least two weeks prior to the first air date.**

<p>Your spot may include:</p> <ul style="list-style-type: none"> • Value neutral description of products or services • Brand and trade names • Product or service listings • Visual depictions of products • Logos • Positioning statement or slogan • Location Information • Telephone Number 	<p>Your spot may NOT include:</p> <ul style="list-style-type: none"> • Qualitative references to products or services • Direct “call to action” • Price information or specific discount offers • Spokesperson • Language and graphics that clearly identify tobacco products
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Technical specifications for video graphics and audio:

- **Ideal Size: 1920 x 1080 pixels at 72dpi**
- **Minimum Size: 720 x 486 pixels**
- **29.97 frames per second, drop frame time code**
- **Audio 48 kHz, stereo 2 channel**
- **KNME prefers to receive files as uncompressed QuickTime files**
If compression is required, KNME prefers Sorenson compression

Underwriting Credit

guidelines



Examples of Approved 15-second Spot Copy

Law

Will Ferguson and Associates, an Albuquerque based law firm, is pleased to continue their support of programming on KNME ... and reminds you that our court and jury system is the bedrock of our individual American rights and freedoms.

Technology

Array Technologies: they design and manufacture solar array mounting systems. Their trackers maximize solar power for utility, commercial and residential solar systems. Array is proud to be a part of New Mexico's sustainable, green economy.

Restaurant

The Il Vicino Restaurants – Il Vicino Wood Oven Pizza in Albuquerque and Santa Fe and the Il Vicino Brewery and Canteen, featuring an array of hand-crafted micro-brewed ales. The owners and staff of Il Vicino are proud to support Antiques Roadshow on KNME.

Retail

Southwest Decoratives and Kokopelli Quilting Company is your source for cotton fabrics and classes for beginners to advanced. Online at swdecoratives.com and at 5711 Carmel Ave NE in Albuquerque.

In the early 80's, Alvaro Z. Gallegos, a serious runner, began to suffer from all the typical impact injuries. He solved the problem by inventing a shoe that would relieve his pain ... and Z-Coil was born, right here in New Mexico.

Children's

Over the past fifty-two years, more than five thousand New Mexico teens have worked at Cliff's Amusement Park. And for most, it was their first real job. Cliff's Amusement Park is a locally-owned New Mexico treasure, proud to give New Mexico kids an opportunity to learn about work, personal responsibility and real job experience.

Automotive

Bob Turner's Ford Country: new and pre-owned vehicles, including the comprehensive line of Ford hybrids. On Montano Northeast, Bridge Street in the Valley and at [Bob Turner's Ford dot com](http://BobTurner'sFord.com). Bob Turner's Ford is proud to support quality family programming.



KNME Monthly Viewer Guide

ventana

KNME's popular monthly program guide includes program features, station news and primetime listings for all four channels we broadcast. A full-color 16-page booklet, Ventana is mailed to 25,000 dues-paying member households in central and northern New Mexico. Ad space is very limited, so your message appears in an uncluttered environment.

Specifications:

Sizes are shown width by height.



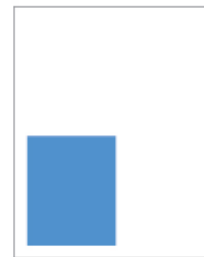
Full Page
7/5" x 9.375"



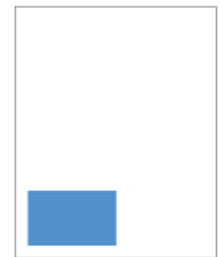
Back Cover
7.5' x 6.65"



1/2 Page Horiz
7.75" x 4.5625"



1/4 Page
3.75" x 4.625"



1/8 Page
3.75" x 2.1875"

Rates:

- Monthly open rate
- [Current KNME underwriter or 6-12 month Ventana](#)

\$630
\$550

\$850
\$750

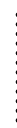
\$350
\$300

\$230
\$195

\$145
\$125

File Formats:

- PDF files are preferred, but the following formats are also accepted: TIF, JPG, EPS.
- All files should be in CMYK format.
- Images should be high resolution (300 dpi). Images should not be scaled more than 115% to maintain high image quality.
- All fonts must be postscript and embedded in the file.
- Ads do not bleed.



Underwriting Online

knme.org



web tile specs and rates

Audience

KNME.org is a multimedia resource used by our viewers throughout Central and Northern New Mexico.

Average monthly website traffic:

- 60,000 page views
- 6,500 unique visitors
- 12,500 total visitors
- 4.72 average page views per visitor

Rate Card

Tile Format	gif or jpg
Tile Size (width x height)	125px x 125px
Price	\$350 per month

Underwriter tiles are displayed on the most trafficked pages accounting for over 96% of pages viewed on KNME.org. Tiles change every time a web page loads. KNME accepts no more than six underwriter tiles per month; your tile has a one in six or one in three chance of being displayed depending on page layout. Your tile will have an active link to your web page. Visitors clicking on your tile will be taken directly to your site.

Message Specifications: Tile ads must follow KNME guidelines for on-air spots.

Tile Submission: Create a **300px x 300px** jpg or gif version of your tile for archival or future transcoding purposes.

Link Address: Provide the full web address where viewers will be taken when your tile is clicked.

Deadline: Deliverables must be submitted to KNME at least one week prior to contract start date.

Delivery: Once you have created your tile design, please submit all deliverables to:

Jason Skinner
Web Developer
j Skinner@knme.org
505-514-9969

Tile Sample



Website background color is white #FFFFFF

be more

