



WJCT PUBLIC MEDIA

CORPORATE MARKETING MEDIA KIT



CONNECTING YOU TO...

Jacksonville • Ponte Vedra & The Beaches • St. Augustine • Palm Coast
Daytona • Amelia Island • Fernandina • St. Mary's • Brunswick • Waycross
Palatka • Orange Park • Gainesville • Lake City • Live Oak • Valdosta
Folkston • Jax Beach • Starke • Macclenny • Middleburg

TELEVISION | RADIO | DIGITAL | EVENTS

WJCT PUBLIC MEDIA

CORPORATE MARKETING

WJCT Public Media is the community-supported public broadcasting station for Northeast Florida and Southeast Georgia. WJCT Public Media offers the finest national and local programming through its cutting-edge broadcast facilities — Jax PBS, WJCT News 89.9 and WJCT Public Media Online.

impact

Break through the media clutter. Let your message stand out and give your company a competitive edge.

awareness

Strengthen your position in the community among professionals and business leaders.

audience

Reach a broad and targeted audience of young families, business decision makers, consumers and more.

credibility

Strengthen your brand by aligning with the two most trusted brands, PBS & NPR.



opportunities

- **Television**
- **Radio**
- **Digital**
- **Local Productions**
- **Community Outreach**
- **Educational Outreach**
- **Business Partners**
- **Statewide Underwriting**

WJCT PUBLIC MEDIA COVERAGE MAP

CONNECTING YOU TO...



-  Jax PBS Coverage
-  WJCT News 89.9

WJCT NEWS 89.9

WJCT News 89.9 sets the standard for trusted editorial content and audience engagement. WJCT delivers top-quality programming and connects sponsors to an influential audience. Connected to their local communities and tuned in to the latest public affairs and cultural conversations, the NPR audience embodies the opinion leader.

Who's listening?

Affluent...

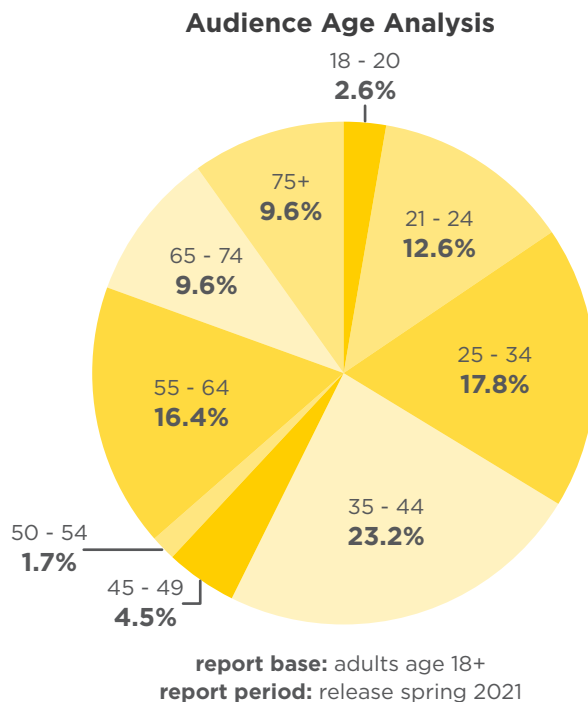
57.8% of WJCT News 89.9 weekly listeners have liquid assets valued at \$100,000 or more and 33.9% have an annual household income of \$100,000 plus.

Educated...

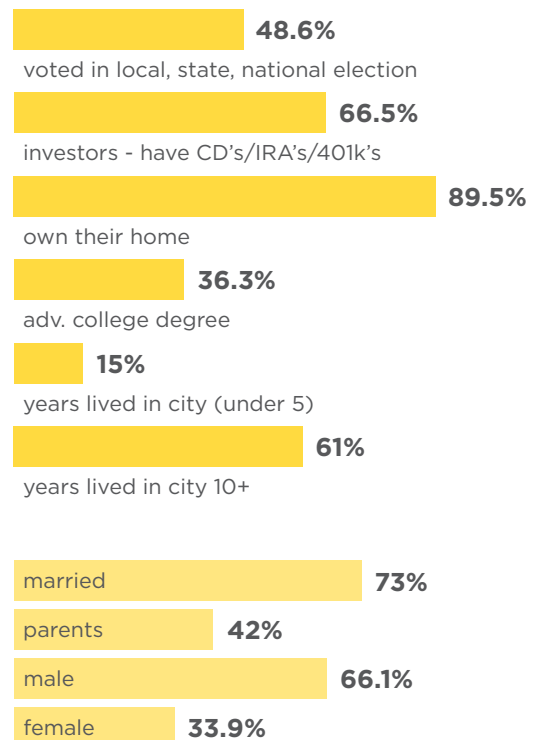
WJCT News 89.9 listeners are 148% more likely than the market to have an advanced college degree.

Youthful...

WJCT News 89.9 listeners are 171% more likely than the market to be upwardly mobile professionals, age 21-34 and with a college degree. 24.5% of WJCT News 89.9 listeners are millennials.



Audience Demographics



Source: Media Audit Spring 2021

WJCT NEWS 89.9

2023 RATE SCHEDULE

WEEKDAYS	
12AM - 1AM	1A
12AM - 1AM	Radio Theatre (M)
1AM - 2AM	First Coast Connect With Melissa Ross
1AM - 2AM	Freakonomics Radio (M)
2AM - 3AM	The Pulse (M)
2AM - 3AM	Reveal (T)
2AM - 3AM	Snap Judgment (W)
2AM - 3AM	TED Radio Hour (TH)
2AM - 3AM	The Pulse (F)
3AM - 4AM	Wait Wait... Don't Tell Me (M)
3AM - 4AM	Living On Earth (T)
3AM - 4AM	To The Best Of Our Knowledge (W)
3AM - 4AM	Freakonomics (TH)
3AM - 4AM	Planet Money / How I Built This (F)
4AM - 5AM	First Coast Connect With Melissa Ross
4AM - 5AM	Christopher Kimball's Milk Street Radio (M)
5AM - 9AM	Morning Edition
9AM - 10AM	First Coast Connect With Melissa Ross
10AM - 12PM	1A
12PM - 1PM	Fresh Air
12PM - 1PM	The Florida Roundup (F)
1PM - 2PM	Fresh Air (F)
1PM - 3PM	Here & Now
2PM - 4PM	Science Friday (F)
3PM - 4PM	The World
4PM - 6PM	All Things Considered
6PM - 6:30PM	Marketplace
6:30PM - 7PM	All Things Considered
6:30PM - 7PM	Florida Frontiers (M)
6:30PM - 7PM	Capitol Report (F)
7PM - 8PM	Fresh Air
8PM - 9PM	First Coast Connect With Melissa Ross
9PM - 10PM	PBS Newshour
10PM - 11PM	Think
11PM - 12AM	The World

SATURDAY	
12AM - 1AM	1A
1AM - 2AM	First Coast Connect With Melissa Ross
2AM - 3AM	The Pulse
3AM - 4AM	Planet Money / How I Built This
4AM - 5AM	Climate One
5AM - 6AM	Zorba Paster On Your Health
6AM - 7AM	Freakonomics Radio
7AM - 8AM	Travel With Rick Steves
8AM - 10AM	Weekend Edition
10AM - 11AM	Wait Wait... Don't Tell Me
11AM - 12PM	A Way With Words
12PM - 1PM	It's Been A Minute with Sam Sanders
1PM - 2PM	This American Life
2PM - 3PM	Snap Judgement
3PM - 4PM	Reveal
4PM - 5PM	What's Health Got To Do With It?
5PM - 6PM	Weekends All Things Considered
6PM - 7PM	The Moth Radio Hour
7PM - 8PM	Fresh Air Weekend
8PM - 9PM	The New Yorker Radio Hour
9PM - 10PM	PRX Remix Select
10PM - 11PM	Podcast Playlist
11PM - 12AM	On Being

For Profit Rates for
specific daypart placement

52 Weeks	\$70	\$68	\$40
26 Weeks	\$75	\$70	\$43
13 Weeks	\$80	\$75	\$46
1 Single	\$85	\$80	\$50

For Profit Rates for
Rotator 5am-11pm

52 Weeks	\$55
26 Weeks	\$58
13 Weeks	\$60
1 Single	\$65

SUNDAY	
12AM - 1AM	The New Yorker Radio Hour
1AM - 2AM	It's Been A Minute
2AM - 3AM	Snap Judgment
3AM - 4AM	The New Yorker Radio Hour
4AM - 5AM	On Being
5AM - 6AM	Reveal
6AM - 7AM	This American Life
7AM - 8AM	Christopher Kimball's Milk Street Radio
8AM - 10AM	Weekend Edition
10AM - 11AM	The New Yorker Radio Hour
11AM - 12PM	This American Life
12PM - 1PM	Radio Lab
1PM - 2PM	Wait Wait... Don't Tell Me
2PM - 3PM	Planet Money / How I Built This
3PM - 4PM	To The Best Of Our Knowledge
4PM - 5AM	Living On Earth
5PM - 6PM	Zorba Paster On Your Health
6PM - 7PM	Weekends All Things Considered
7PM - 8PM	Varied
8PM - 9PM	Science Friday Weekend
9PM - 10PM	What's Health Got To Do With It?
10PM - 11PM	The Pulse
11PM - 11:30PM	Florida Frontiers
11:30PM - 12AM	With Good Reason

Non-Profit Rates

Please inquire with your Corporate Marketing Representative for non-profit rates. Rates may fluctuate based on current inventory.

 New Show

Jax PBS offers unbeatable visibility and exposure to potential clients. Reach the audience that counts...affluent, active consumers and influential citizens.

With no commercial interruptions, Jax PBS has a distinct advantage over network and cable television in holding viewers' attention and involvement. Commercial television breaks run approximately 12+ minutes; Jax PBS breaks run a total of 3 minutes between programs.

Who's watching?

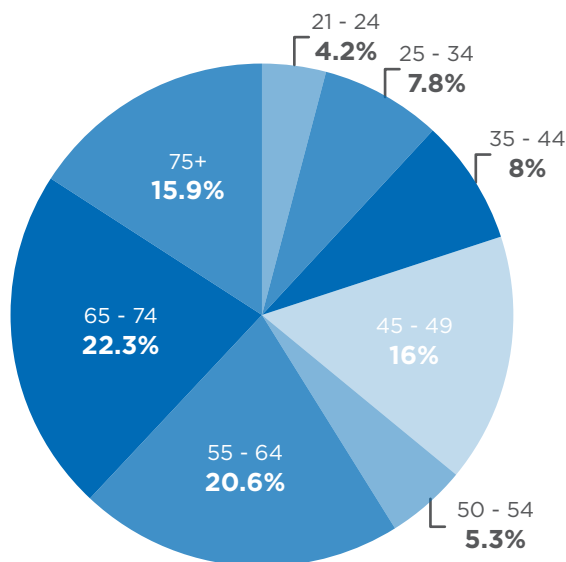
Affluent...

35.8% percent of Jax PBS primetime viewers have incomes between \$75,000 - \$150,000 and are 90% more likely than the market to have liquid assets of \$250,000.

Educated...

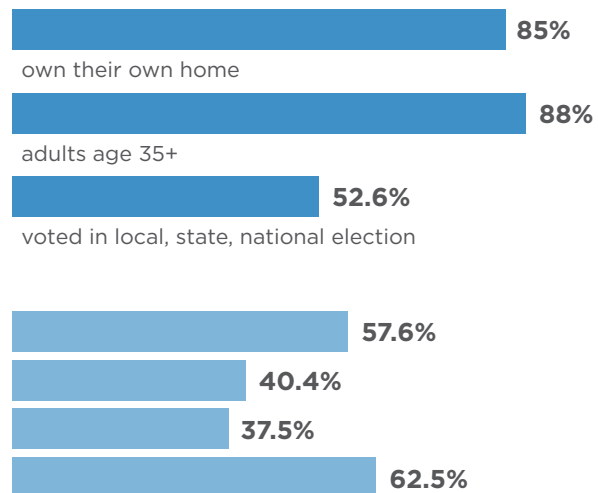
Jax PBS viewers are 31% more likely to have an advanced college degree and are 80% more likely than the market to attend the symphony and theatre.

Audience Age Analysis



report base: adults age 18+
report period: release spring 2021

Audience Demographics



Source: Media Audit spring 2021

JAX PBS 2023 RATE SCHEDULE

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
6:00 AM	Mr. Rogers' Neighborhood	Clifford The Big Red Dog					Cyber Chase	6:00 AM
6:30 AM	Daniel Tiger's Neighborhood	Arthur					Odd Squad	6:30 AM
7:00 AM	Dinosaur Train	Molly of Denali					Wild Kratts	7:00 AM
7:30 AM	Xavier Riddle and the Secret Museum	Wild Kratts					Biz Kid\$	7:30 AM
8:00 AM	Nature Cat	Hero Elementary					Fons & Porter's Love of Quilting	8:00 AM
8:30 AM	Wild Kratts	Alma's Way					Best of Sewing with Nancy	8:30 AM
9:00 AM	Odd Squad	Curious George					Best of the Joy of Painting	9:00 AM
9:30 AM	Kid Stew	Daniel Tiger's Neighborhood					Painting and Travel with the Bansemers	9:30 AM
10:00 AM	Florida Crossroads	Donkey Hodie					Growing Bolder	10:00 AM
10:30 AM	Florida Frontiers	Elinor Wonders Why					Rick Steves' Europe	10:30 AM
11:00 AM	Nature	Sesame Street					Ireland with Michael	11:00 AM
11:30 AM		Pinkalicious & Peterrific					Samantha Brown's Places to Love	11:30 AM
12:00 PM	PBS Varied Specials	Dinosaur Train					This Old House	12:00 PM
12:30 PM		Clifford The Big Red Dog					Ask This Old House	12:30 PM
1:00 PM	PBS Varied Specials	Arthur					Antiques Roadshow	1:00 PM
1:30 PM		Xavier Riddle and the Secret Museum						1:30 PM
2:00 PM	PBS Varied Specials	Odd Squad					Kevin Belton's Cookin' Louisiana	2:00 PM
2:30 PM		Wild Kratts					Kitchen Queens: New Orleans	2:30 PM
3:00 PM	PBS Varied Specials	Wild Kratts					Pati's Mexican Table	3:00 PM
3:30 PM		Kevin Belton's Cookin' Louisiana	Garden Smart	Lidia's Kitchen	Painting and Travel with the Bansemers	Roadfood	Cook's Country	3:30 PM
4:00 PM	PBS Varied Specials	America's Test Kitchen	Growing a Greener World	Cook's Country	Best of the Joy of Painting	In the Americas with David Yetman	America's Test Kitchen from Cook's Illustrated	4:00 PM
4:30 PM		Rick Steves' Europe	Rick Steves' Europe	Rick Steves' Europe	Rick Steves' Europe	Rick Steves' Europe	Roadfood	4:30 PM
5:00 PM	PBS Varied Specials	PBS Varied Specials					Lidia's Kitchen	5:00 PM
5:30 PM							Christopher Kimball's Milk Street	5:30 PM

Rate Schedule effective through December 31, 2022

JAX PBS 2023 RATE SCHEDULE

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
6:00 PM	PBS Varied Specials	BBC World News America					Antiques Roadshow	6:00 PM
6:30 PM		BBC World News Outside Source				BBC World News Today		6:30 PM
7:00 PM	PBS Varied Specials	PBS Newshour					PBS Varied Specials	7:00 PM
7:30 PM								7:30 PM
8:00 PM	Masterpiece	Antiques Roadshow	PBS Varied Specials	Nature	PBS Varied Specials	Washington Week	PBS Varied Specials	8:00 PM
8:30 PM						Fringe Line with Margaret Hoover		8:30 PM
9:00 PM		PBS Varied Specials	PBS Varied Specials	NOVA	PBS Varied Specials	Varied Arts Programming	PBS Varied Specials	9:00 PM
9:30 PM								9:30 PM
10:00 PM		PBS Varied Specials	Frontline	PBS Varied Specials	Austin City Limits	Varied Arts Programming	Masterpiece	10:00 PM
10:30 PM								10:30 PM
11:00 PM	PBS Varied Specials	PBS Varied Specials	PBS Varied Specials	PBS Varied Specials	Varied Arts Programming	PBS Varied Specials	Austin City Limits	11:00 PM
11:30 PM								11:30 PM
12:00 AM	Varied Arts Programming	Varied PBS Programming	PBS Newshour	PBS Newshour	PBS Newshour	PBS Newshour	Nightmare Theatre	12:00 AM
12:30 AM								12:30 AM

Programs subject to change

Please note all prices are NET to Jax PBS

PRIME TIME PROGRAMS	CHILDREN'S PROGRAMS	SATURDAY HOW-TO PROGRAMS	VARIED PROGRAMMING	ROTATORS
News, Documentaries, Science, Nature, Performance Specials		Cooking, Sewing, Educational	Daytime, Early, Fringe, Late	Monday - Sunday 6:00AM - 1:00AM
15-Seconds/\$150 30-Seconds/\$250	15-Seconds/\$65 30-Seconds/\$110	15-Seconds/\$65 30-Seconds/\$110	15-Seconds/\$65 30-Seconds/\$110	15-Seconds/\$110 30-Seconds/\$175

DIGITAL OFFERINGS

Who's clicking?

WJCT Public Media's online audience is influential, affluent and curious. They are learning more and leading more.

What started as a trend among early adopters has become a mainstream platform. Today, digital platforms command attention as the way for brands to reach the most engaged listeners.

WJCT's digital platforms can help you reach this engaged audience through various offerings:

- **WJCT.ORG**

- Local news, national news, live streaming
- ROS banner ads and audio pre-roll on live stream

- **WJCT APP**

- Mobile streaming of WJCT's local news, national content, video-on-demand
- ROS mobile ad

- **WJCT E-Newsletter**

- ADAPT
- JME - Jacksonville Music Experience
- WJCT Public Media Events
- WJCT Public Media Highlights
- WJCT Kids Connect
- Jacksonville Today
- Jax PBS Passport Picks

- **WJCT E-Blast for Non-Profits**

WJCT Public Media offers an incredible opportunity to reach 13,100+ WJCT supporters. WJCT exclusive email offers you an opportunity to provide fantastic benefits to our recipients, including discounts, exclusive or early access to concerts or events. Take advantage of this opportunity and leverage your brand to WJCT's exclusive audience as often as twice a month.

WJCT PUBLIC MEDIA NEWSLETTERS

Sign up & stay connected.

Get news from WJCT Public Media in your inbox with these newsletters:

ADAPT

Be the first to read new local reporting on climate change & its effects on Northeast Florida.

JME - Jacksonville Music Experience

Get updates & behind-the-scenes information about special programming on JME along with announcements of live performances at the WJCT Soundstage & special offerings for music fans in Northeast Florida.

WJCT Public Media Events

Remain in-the-know about live concerts at the JME Soundstage, Lunch & Learns, family events, & so much more.

WJCT Public Media Highlights

Each Sunday, receive the inside scoop about upcoming programs, important news stories & coming events.

WJCT Kids Connect

Sign up to receive weekly updates on resources & ideas for fun activities & learning from WJCT.

Jacksonville Today

Your local weekday newsletter for news and ways to get involved in Northeast Florida. Every weekday morning, you'll get a mix of: local news, heads up happenings, conversation, perspectives, arts picks, photo essays, and more!

Jax PBS Passport Picks

Receive a weekly guide to the best of Jax PBS programming and access to the amazing library of available content Jax PBS Passport has to offer.



WJCT PUBLIC MEDIA

DIGITAL RATE CARD

Digital Ad Rates

• 170,955 unique visitors (avg. per month) • 283,403 page views (avg. per month) • 94,011 listen live (avg. per month)

PAGE TYPE	DESCRIPTION	SIZE	MONTHLY
All Pages	Medium Rectangle	300x250 Pixels	\$250
Homepage & Listen Live	Leaderboard	728x90 Pixels	\$300

Listen Live Rates

PAGE TYPE	DESCRIPTION	MONTHLY
Listen Live & all other digital stream platforms	10 Sec. Digital Stream Pre-roll Spot	\$500

E-Newsletter Ad Rates

SIZE	NEWSLETTER	FREQUENCY	SUBSCRIBERS	PER INSERTION
300x250 Pixels	WJCT Public Media Highlighths	Weekly	22,000+	\$350
	Jacksonville Music Experience	Biweekly	1,000+	\$100
	Jax PBS Kids Connect	Biweekly	2,000+	\$100
	ADAPT	Monthly	1,500+	\$100
	Jax PBS Passport	Weekly	8,000+	\$150

Mobile App Ad Rates

• 530 average active users (per month) • 995 average sessions (per month)

PAGE TYPE	DESCRIPTION	SIZE	MONTHLY
All Pages	Medium Rectangle	300x250 Pixels	\$300

JACKSONVILLE TODAY



Jacksonville Today is a nonprofit local journalism service that includes a weekday email newsletter and forthcoming news website.

Jacksonville is a different place than it was yesterday, and the decisions we make as a community now will shape the Jacksonville of tomorrow.

Our goal is to help our readers feel more connected to where we live and to each other, so they can make those decisions in a more informed way.

Readers can sign up to stay informed with:

- The local news you need to know about, from a variety of sources and presented in an easy-reading format
- Original reporting you won't see anywhere else, sometimes based on input from you, our readers
- A heads-up on how to get connected with local decision making
- Exclusive analysis and perspectives on local politics, culture, and urban planning from a diverse set of contributors
- A calendar of cultural happenings
- Photo essays that capture our region through the eyes of local photographers

Sponsorship Benefits

- Reach an affluent, educated audience
- Over 10,000 subscribers (since its inception in October'21) and growing
- Engaged and interactive readers – JAX TDY open rate is 50% with an average click-thru rate of 7.1, well above the national average
- Category exclusivity – capture this highly coveted audience before your competitors do
- Opportunity to educate & inform our readers about your product and/or service
- Increased web traffic thus more exposure for your brand, product and/or service

WJCT PUBLIC MEDIA

JACKSONVILLE TODAY RATE CARD

Jacksonville Today E-Newsletter Advertorial Rates

NEWSLETTER	FREQUENCY	SUBSCRIBERS	MONTHLY
Jacksonville Today	2 x Week	10,000+	\$1,675*
Jacksonville Today	1 x Week	10,000+	\$875*

*monthly sponsorship for 2 fixed advertorials per week, 6-month-minimum

Sponsorship Ad Space Example

1

A MESSAGE FROM CITI

2

Citi is connecting communities to their American dream.

3



"Mamá, I did this for you, for us, so we can have more opportunities and a better life."

Susana Chávez,
First-Generation Graduate and
High School Valedictorian

4

Citi is making a \$2 billion, 3-year commitment to help ensure broadband is more accessible and affordable for more people in the U.S., so low-income families like Susana's have the opportunity to succeed and thrive.

5

Find out how.

Sponsorship Ad Specs:

- 1. Section Title**
"A message from (sponsor name)"
- 2. Headline**
Character Limit - 90
- 3. Image**
Image size - 750 x 421 px
Accepted file formats - PNG, JPG, JPEG, & GIF
URL
- 4. Copy**
Character Limit - 245
- 5. Link**
Character Limit - 50
URL

*WJCT Public Media graphics department can create the ad at a cost of \$200

*Allow 2 weeks for production from the date materials are received.

Ad Specifications

- All ads are subject to WJCT Public Media approval. WJCT Public Media reserves the right to reject any ad. All ads with offsite links will open in new browser window.
- Acceptable formats: PNG, GIF, JPEG & JPG
- Submit ads to: **Bonnie Zerr** at bzerr@wjct.org
- Allow two business days for the ad to be posted to the site.

WJCT PUBLIC MEDIA

COMMUNITY OUTREACH

WJCT Public Media's Community Outreach provides an opportunity to connect our viewers, listeners and the community with ongoing educational and entertaining materials. WJCT Public Media's community outreach offers corporate sponsors an opportunity to mix and mingle with the community while showcasing their support of public broadcasting arts, culture, education and health initiatives.

Mr. Roger's Neighborhood Sweater Drive

Each year, WJCT Public Media partners with local schools and businesses to honor the memory of beloved PBS personality Fred Rogers by encouraging the First Coast community to contribute sweaters, clothing and blankets for neighbors in need. Each year, more than 15,000 items are distributed to local charitable organizations.

Radio Reading Service

The only service of its kind on the First Coast, Radio Reading Service empowers visually impaired persons by broadcasting continuous readings of local and national newspapers, books and other materials on a special sub-channel of WJCT News 89.9.

Be My Neighbor Day

For the past 6 years, this annual event has drawn in over 500 First Coast family members (per year) to WJCT Studios for Be My Neighbor Day. In honor of Mr. Roger's Neighborhood and the new generation of Daniel Tiger's Neighborhood, WJCT Public Media brings together our friends and community partners in a fun-filled Saturday festival sharing with families how to be a caring neighbor.

TEACH Conference

This year, WJCT Public Media in partnership with VyStar Credit Union will hold the 8th annual TEACH Conference, an event created to engage, empower and inspire teachers! TEACH 2022 will be held at the Hyatt Regency Riverfront in downtown Jacksonville, Florida. Educators will spend the day meeting and sharing ideas with fellow educators, learning new ways to engage students, and empowering themselves to further inspire others.

Speaker Series

The WJCT Speaker Series is a quarterly community lecture series that provides an opportunity for WJCT to connect our viewers and listeners to the hosts and reporters that embody the spirit of PBS and NPR with their quality programs. It is an open forum for the exchange of ideas, opinion and perspectives. The speakers represent a wide range of subjects from world affairs, politics, business and economics... to the arts, entertainment and the environment.

WJCT PUBLIC MEDIA

EDUCATION OUTREACH

WJCT Public Media's mission is to provide programming and services that encourage joyful learning and empower children to succeed in school and in life. Our diverse educational outreach, for the children of our community, offers opportunities for sponsors to support educational growth while partnering with the trusted PBS brand.

Jax PBS Kids Writers Contest

WJCT Public Media's Writers Contest is a great opportunity for First Coast kids to express their creativity. A 24+ year WJCT Public Media tradition, the annual contest promotes reading and writing by inviting K-3 students across the First Coast to write and illustrate original stories that are published online at wjct.org. Staff and community volunteers typically judge over 150 stories awarding 1st, 2nd, and 3rd place for each grade. Winning authors are invited to read their stories live at Be My Neighbor Day, and the public votes online for the People's Choice winner. All Jax PBS Kids Writers Contest participants receive a certificate and local prizes are awarded for each grade level and winners are recognized on WJCT Public Media's website.

Jax PBS Kids Club

The Jax PBS Kids Club is a great way to extend the fun of PBS Kids programming. When children become Jax PBS Kids Club members, they will be sent a special birthday card and be recognized in on-air spots on Jax PBS during their birth month. The Jax PBS Kids Club also features periodic drawings for free tickets and promotional items, along with invitations to special Jax PBS Kids Club events.



WJCT PUBLIC MEDIA

UNDERWRITING CREDITS & GUIDELINES

Get the credit you deserve...

Your underwriting message will be carefully crafted to suit your marketing and public relations needs while complying with the FCC (Federal Communications Commission) regulations applicable to non-commercial stations and WJCT Public Media guidelines. Following the guidelines below will ensure your message is clear, concise, sophisticated and resonates with the public broadcasting audience. WJCT Public Media underwriting credits are 15 seconds in length, which is a maximum of 40 words.

Your message may include the following elements:

- The lead-in for the underwriting credit must always be the name of the company or organization funding the underwriting message (unless placed by an agency).
- Value-neutral description of your company
- Brand names, trade names, products or services that identify the underwriter (limit series of services or products in a list to three)
- Location of business
- Duration of business
- Contact information, telephone number and/or website.
 - Telephone numbers count as 7 words (each number counts as one word)
 - Area Code is generally not needed unless outside of market
 - Reference URL if easier to remember than phone number (ex. online at wjct.com)
- Tag lines/corporate slogans may be included if they are part of an established logo...and do not include call to action, comparatives or superlatives.

The FCC precludes qualitative, comparative or promotional language such as:

- Call to Action words: call now, visit, phone, come and see us
- Qualitative, comparative or promotional language using subjective words or adjectives: best, top, superior
- Reference to pricing or free (use "open to public")

All messages are voiced by WJCT Public Media staff announcers. WJCT Public Media has final approval on copy.

Your underwriting credit offers a powerful opportunity for impact and identifies your company as a good corporate citizen.