

KPTS agrees to:

1. Provide :15-second run of schedule General Support Announcements spots for Central Kansas Community Foundation (some spots airing in daytime and some in primetime) (we can help you put the spot together production, photos, voice-overs, etc. This service is provided **FREE** at no additional cost and you will always be able to approve the spot before it is aired).

QTY of spots:	Regular Price per spot	Discounted Price per spot	Total cost
50	\$50	\$45	\$2,250
75	\$50	\$40	\$3,000
100	\$50	\$35	\$3,500
200	\$50	\$30	\$6,000
201+ (use over 1 yr)	\$50	\$25	

2. Provide a space in our Community Partner section for Central Kansas Community Foundation on our website that resides on our program guide page for 1 month (choose as many months as you would like). This 200 word article, written by your organization, will not only live on this page for each month you sponsor, but can be changed each time to promote specific events, topics etc. These articles also are attached to the outgoing monthly emails that include the KPTS Program Guide, which is sent out to our membership database of 7,500 recipients. Click on this link and you can see examples of Community Partner articles.

<https://www.kpts.org/programming/kpts-program-guide/>

Cost Value: \$200 per month

3. Provide postings on Social Media sites for Central Kansas Community Foundation –
 - Facebook postings **Cost Value: \$25 each**
 - Twitter postings **Cost Value: \$18 each**
4. Provide a banner ad to Central Kansas Community Foundation on the home page of the KPTS website. Ad will be clickable to the Central Kansas Community Foundation website
Cost Value: \$400 per month
5. Provide a banner ad to Central Kansas Community Foundation on the KPTS weekly newsletter that is sent out every Thursday to over 7,500 email recipients
Cost Value: \$100 each week you choose

6. Provide ad space to Central Kansas Community Foundation, in the KPTS on-line program guide. KPTS will place a quarter page ad in our online Program Guide.
Cost Values range from: \$50 to \$200 per month depending on ad size. See PDF attachment to email

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**KPTS number of members in the counties in
Central Kansas service area.**

1. Harvey 608
2. Marion 106
3. Elk 11
4. Wilson 1
5. Butler 589
6. Sedgwick 5,325

1/2 Page Ad • 7.5w x 5h
\$200 per month

1/4 Page Ad • 3.625w x 5h
\$100 per month



316-838-3090 • KPTS.ORG • TV8@KPTS.ORG

1/3 Page Horizontal Ad • 7.5w x 2.375h
\$100 per month

1/4 Column Ad • 2.375w x 2.375h
\$50 per month

1/2 Column Ad • 2.375w x 5h
\$75 per month

Column Ad • 2.375w x 10.25h
\$150 per month



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WHY A NEW KPTS -TV BUILDING

Wichita and central Kansas are rich with cultural and historical opportunities, intertwined with numerous current events. The people of the region deserve to share in and become aware of these wonderful and enriching events in local programs on all KPTS Channels 8.1, 8.2 and 8.3.

For nearly 40 years, KPTS Channel 8 (soon to be 50 years old) has occupied an 8,000 square foot building, a very small studio, with limited equipment. This prohibits the station from fully carrying out its mission and achieving its vision. The lack of mobile equipment limits our local productions to the small studio which does not lend itself to cultural and arts performances.

GOAL

Our goal for a new building includes the purpose of making KPTS the local voice and platform for central Kansas: broadcasting town hall meetings on matters that affect the community; create cultural and arts performances in the studio such as ballet, piano recitals, dance, musical concerts, and debates depicting the pros and cons about relevant issues. We also envision an arts and cultural program for talented children of central Kansas; and a children's educational center for reading and learning to be tied in with our current reading programs on KPTS.

With the proper mobile equipment, we can televise and broadcast the Wichita Symphony live on location, high school football game of the week on Channel 8.2, live coverage of Wichita RiverFest ON Channel 8.1, and other such events as: Chamber Music at the Barn, working with other ballet groups and arts and cultural organizations, including area colleges and universities.

- Our current location is too small to lend itself to much creativity.
- Our current building is without room to grow the staff and local programs that benefit the region.
- Our current building presents a negative image of public television to the community.
- Our current building and equipment are far below the standards of comparable public television stations our size.
- Our current building is dilapidated.
- KPTS is the only locally owned television station in central Kansas. Its only mission is to serve the community.

BENEFITS TO THE REGION

The community benefit is that Wichita and central Kansas will be placed on the national map with quality programs that we produce with our cultural arts organizations and will be broadcast by other PBS stations throughout the region such as our Christmas special, **Christmas Time in Wichita**.