Entertain
Educate
Engage

KIOS PBS
6.1 HD PBS
6.2 KMOS Create
6.3 KMOS Emerge
6.4 PBS Kids
Our Mission

KMOS-TV’s mission is to be an innovative public media organization that strengthens central Missouri by engaging, educating, and entertaining citizens.

Our Vision

KMOS serves the citizens of central Missouri with high-quality educational content and experiences online, over-the-air, and in our communities. We cultivate UCM students’ professional development and encourage creative exploration through a multi-disciplinary learning lab that supports the classroom environment.
KMOS REACHES

129,401
INDIVIDUAL VIEWERS FROM 5 AM-5AM

79,104
HOUSEHOLD PER WEEK
(1.51 PEOPLE PER HOUSEHOLD)

93%
OF NON-INTERNET HOMES

82%
OF RURAL HOMES

PBS AFFLUENTS
RANK #1 IN:

- HAVING A POST GRADUATE DEGREE
- SPENDING ON CRUISES
- HOME REMODELING
- TV, PHONE, & INTERNET
- OWNING MUTUAL FUNDS
- USING A FINANCIAL PLANNER
- PLAN TO TAKE A DOMESTIC TRIP/VACATION


Source: 2019 Ipsos Affluent Survey, USA. Adults 18+ with $125K+ HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CNN, CBS, CNBC, ABC.
Rates

KMOS can create a package customized to your promotional needs.

Tier 1
$100

Tier 2
$75

Tier 3
$50

Tier 4
$35

All rates are net to station.
PBS AFFLUENT VIEWERS RANK #1
IN BROADCAST & MEDIA
WITH THEIR EXCESS OF WEALTH THEY SPEND MORE ACROSS
VARIOUS CATEGORIES

LIVE STREAM KMOS-TV ON YOUTUBE TV

KMOS.ORG
Average age of user: 55+
Average user: Male (51.6%)
Pageviews: 170,410
Unique pageviews: 84,682
Average time on page: 01:15

ReACH NEW MARKETS & PROMOTE YOUR BUSINESS ON KMOS.ORG

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*preferred sizing

Net to station

Source: 2020 Ipsos Affluent Survey, USA. Adults 18+ with $125+ with HHI, N=24,000+. PBS ranks #1 in these statements vs. ABC, CBS, CNN, MSNBC, NBC, FOX, FOX News Channel
SPONSORSHIP

By sponsoring KMOS, you will be making a very visible contribution to our community. Our audience tends to be more educated, affluent & involved in the community. They believe that organizations that support public broadcasting have a commitment to quality and excellence. By sponsoring, you will build brand trust and loyalty and drive a message of quality to this targeted audience.

KMOS - PBS

KMOS-TV is a service of the University of Central Missouri since 1979.

Founded in 1871 in Warrensburg, Missouri more than 151 years later, UCM has grown to serve more than 10,000 students.
CONTACT

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