



WJCT PUBLIC MEDIA

CORPORATE MARKETING DEPARTMENT



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

TELEVISION | RADIO | DIGITAL | EVENTS

WJCT CORPORATE MARKETING

WJCT is the community-supported public broadcasting station for Northeast Florida and Southeast Georgia. WJCT offers the finest national and local programming through its cutting-edge broadcast facilities — WJCT-TV, WJCT-FM and WJCT 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 RADIO

WJCT Public Media 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...

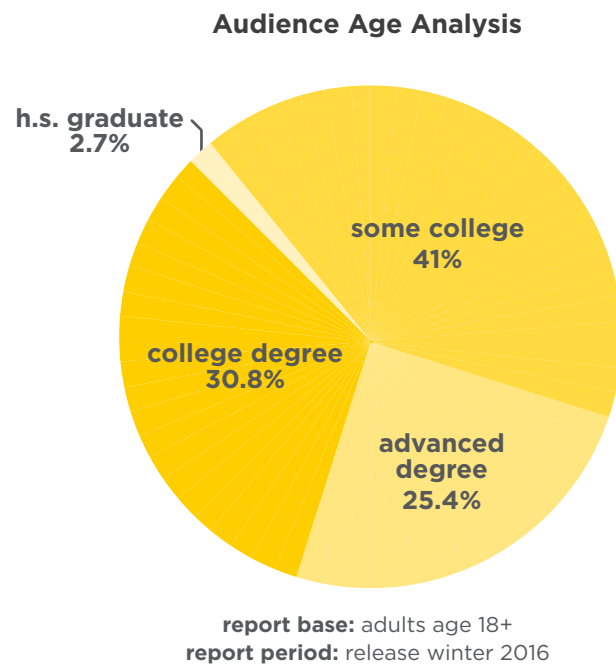
40,282 WJCT weekly listeners have liquid assets valued at \$100,000 or more and 35,982 have an annual household income of \$100,000 plus.

Educated...

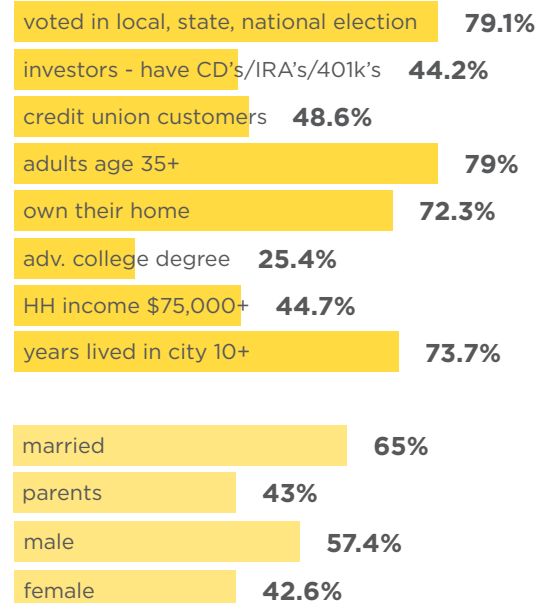
WJCT listeners are 139 percent more likely to have an advanced college degree.

Youthful...

23% of 89.9FM listeners are yuppies, age 21-34 and have a college degree. 57% of WJCT listeners are between the ages of 18-54.



Audience Demographics



Source: Media Audit Fall 2017

WJCT TELEVISION

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

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

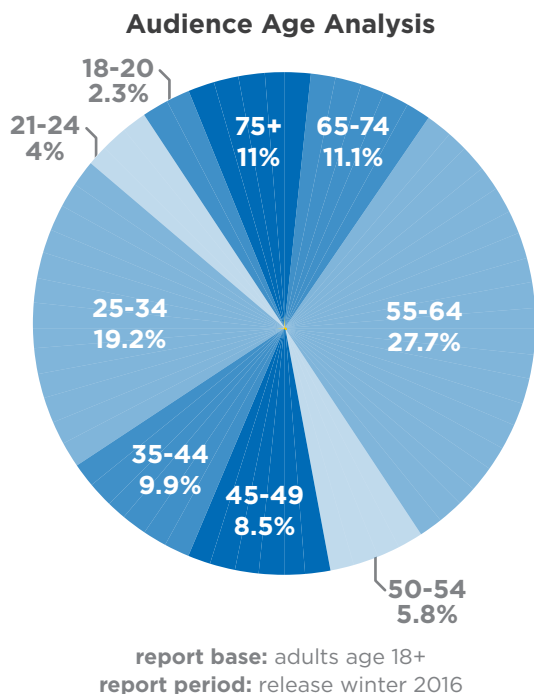
Who's watching?

Affluent...

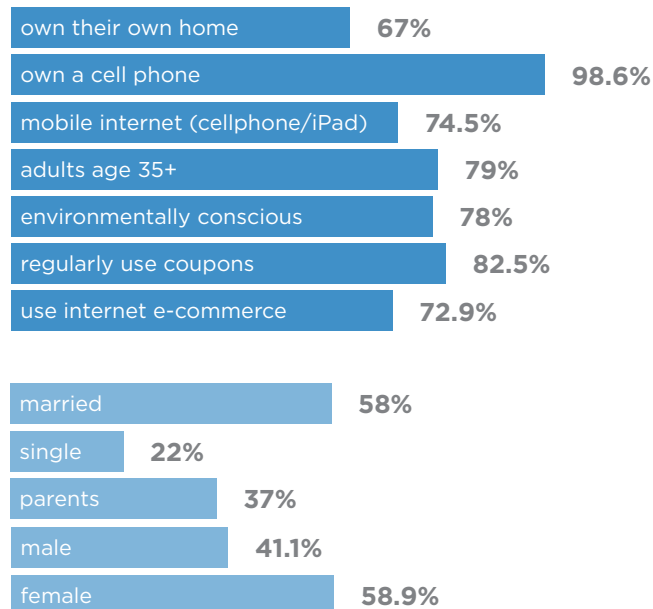
28 percent of WJCT primetime viewers have incomes of \$75,000 or more and 37.1 percent own homes \$400,000 to \$499,900.

Educated...

WJCT viewers are 112 percent more likely to have an advanced college degree, make over \$100K and attend the symphony and theatre.



Audience Demographics



Source: Media Audit Fall 2017

WJCT DIGITAL

Who's clicking?

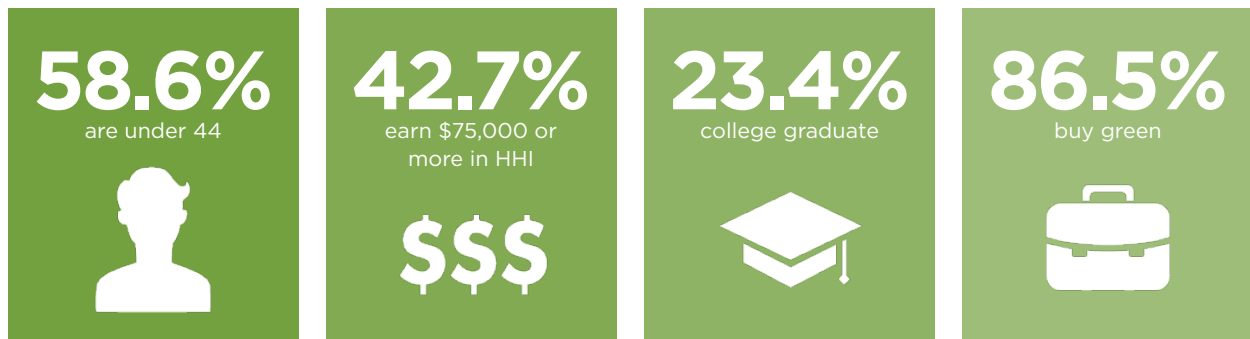
WJCT's online audience is influential, affluent and curious. They are learning more and leading more.

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

NPR delivers the industry's leading thought-provoking, illuminating and entertaining podcasts that attract an audience of influencers. Learn how your brand can capitalize on the podcast trend with the podcasting leader.

Learn how NPR podcasts can connect your brand to a loyal audience of culturally-minded, influential and engaged listeners.

The Coveted WJCT Audience:



Source: Media Audit Fall 2017

The Coveted WJCT Audience:



WJCT COVERAGE MAP

CONNECTING YOU TO...



 WJCT Public Television Coverage

 89.9FM WJCT Public Radio Coverage

WJCT COMMUNITY OUTREACH

WJCT Community Outreach provides an opportunity to connect our viewers, listeners and the community with ongoing educational and entertaining materials. WJCT'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 - Month of November

Each year, WJCT 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 89.9 WJCT-FM.

Be My Neighbor Day - May 2020

For the past 3 years, this annual event has drawn in over 2,000 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 brings together our friends and community partners in a fun-filled Saturday festival sharing with families how to be a caring neighbor.

TEACH Conference - November 2020

In September, WJCT in partnership with Community First Credit Union will hold the 5th annual TEACH Conference, an event created to engage, empower and inspire teachers! TEACH 2017 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.

Screenings

Throughout the year, WJCT hosts screenings of national and local productions. These screenings give the community a sneak peak at upcoming PBS series and documentaries along with local documentaries.

WJCT EDUCATION OUTREACH

WJCT'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.

PBS Kids Go! Writers Contest

WJCT's Writers Contest is a great opportunity for First Coast kids to express their creativity. A 24+ year WJCT 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 WJCT participants receive a certificate and local prizes are awarded for each grade level and winners are recognized on WJCT's website.

WJCT Kids Club

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



WJCT 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 guidelines. Following the guidelines below will ensure your message is clear, concise, sophisticated and resonates with the public broadcasting audience. WJCT underwriting credits are 15 seconds in length, which is approximately 40-45 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 staff announcers. WJCT has final approval on copy.

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

WJCT RADIO 2020-2021 RATE SCHEDULE

WEEKDAYS	
12AM - 1AM	A1 Plus
1AM - 2AM	First Coast Connect With Melissa Ross
2AM - 3AM	The Moth Radio Hour (M)
2AM - 3AM	Reveal (T)
2AM - 3AM	Snap Judgment (W)
2AM - 3AM	TED Radio Hour (TH)
2AM - 3AM	The Pulse (F)
3AM - 4AM	Zorba Paster On Your Health (M)
3AM - 4AM	Living On Earth (T)
3AM - 4AM	To The Best Of Our Knowledge (W)
3AM - 4AM	Freakanomics (TH)
3AM - 4AM	Planet Money / How I Built This (F)
4AM - 5AM	First Coast Connect With Melissa Ross
5AM - 9AM	Morning Edition
9AM - 10AM	First Coast Connect With Melissa Ross
10AM - 12PM	A1
12PM - 1PM	Fresh Air
1PM - 3PM	Here & Now
3PM - 4PM	The World
4PM - 6PM	All Things Considered / Capitol Report
6PM - 6:30PM	Marketplace
6:30PM - 7PM	All Things Considered
7PM - 8PM	Fresh Air
8PM - 9PM	First Coast Connect With Melissa Ross
9PM - 10PM	PBS Newshour
10PM - 11PM	Think
11PM - 12AM	The World

 New Show

SATURDAY	
12AM - 1AM	The New Yorker Radio Hour
1AM - 2AM	It's Been A Minute with Sam Sanders
2AM - 3AM	Snap Judgment
3AM - 4AM	The New Yorker Radio Hour
4AM - 5AM	Innovation Hub
5AM - 6AM	Zorba Paster On Your Health
6AM - 7AM	Freakanomics
7AM - 8AM	Travel With Rick Steves
8AM - 10AM	Weekend Edition
10AM - 11AM	Wait Wait... Don't Tell Me
11AM - 12PM	Ask Me Another
12PM - 1PM	It's Been A Minute with Sam Sanders
1PM - 2PM	This American Life
2PM - 3PM	Snap Judgment
3PM - 4PM	Reveal
4PM - 5PM	Science Friday Weekend
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	Innovation Hub

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	Climate One
1AM - 2AM	Freakanomics
2AM - 3AM	The Pulse
3AM - 4AM	Wait Wait... Don't Tell Me
4AM - 5AM	Ask Me Another
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	TED Radio Hour
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	Old Time Radio / Jax Symphony
8PM - 9PM	Science Friday Weekend
9PM - 10PM	It's Been A Minute with Sam Sanders
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.

WJCT TV 2020-2021 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	Curious George	Ready, Jet, Go!					Wild Kratts	7:00 AM
7:30 AM	Curious George	Nature Cat					Biz Kid\$	7:30 AM
8:00 AM	Wild Kratts	Wild Kratts					Fons & Porter's Love of Quilting	8:00 AM
8:30 AM	Wild Kratts	Molly of Denali					Best of Sewing with Nancy	8:30 AM
9:00 AM	Arthur	Curious George					Best of the Joy of Painting	9:00 AM
9:30 AM	Arthur	Let's Go Luna					Painting and Travel with Roger & Sarah	9:30 AM
10:00 AM	Hometown	Daniel Toger's Neighborhood					Samantha Brown's Places to Love	10:00 AM
10:30 AM	Florida Crossroads	Daniel Toger's Neighborhood					Joseph Rosendo's Travelscope	10:30 AM
11:00 AM	Florida Frontiers	Sesame Street					Burt Wolf: Travels and Traditions	11:00 AM
11:30 AM	Nature	Pinkalicious & Peterrific					The Woodwright's Shop	11:30 AM
12:00 PM	Nature	Dinosaur Train					This Old House	12:00 PM
12:30 PM	PBS Varied Specials	Cat in the Hat Knows A Lot About That!					Ask This Old House	12:30 PM
1:00 PM	PBS Varied Specials	Arthur					Antiques Roadshow	1:00 PM
1:30 PM		Odd Squad						1:30 PM
2:00 PM	PBS Varied Specials	Odd Squad					Martha Bakes	2:00 PM
2:30 PM		Wild Kratts					Martha Stewart's Cooking School	2:30 PM
3:00 PM	PBS Varied Specials	Wild Kratts					Pati's Mexican Table	3:00 PM
3:30 PM		Martha Bakes	Pati's Mexican Table	Sara's Weeknight Meals	Painting and Travel with Roger & Sarah	Weekends with Yankee	Cook's Country	3:30 PM
4:00 PM	PBS Varied Specials	Martha Stewart's Cooking School	Mexico - One Plate at a Time with Rick Bayless	George Hirsch Lifestyle	Destination Craft with Jim West	Burt Wolf: Travels & Traditions	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	George Hirsch Lifestyle	4:30 PM
5:00 PM	PBS Varied Specials	PBS Varied Specials					Lidia's Kitchen	5:00 PM
5:30 PM		PBS Varied Specials					Christopher Kimball's Milk Street	5:30 PM

Rate Schedule effective through December 31, 2021

WJCT TV 2020-2021 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		Nightly Business Report						6:30 PM
7:00 PM	PBS Varied Specials	PBS Newshour						7:00 PM
7:30 PM								7:30 PM
8:00 PM	PBS Varied Specials	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	Masterpiece	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	Life from Above	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	POV	Earth A New Wild	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	POV	PBS Newshour	PBS Newshour	PBS Newshour	12:00 AM
12:30 AM				PBS Varied Specials				

Programs subject to change

Please note all prices are NET to WJCT

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

WJCT DIGITAL RATE CARD

Digital Ad Rates

- 206,975 unique visitors (per month)
- 342,523 page views (per month)
- 132,319 listen live (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

- 5,673 weekly ad reach

DESCRIPTION	SIZE	WEEKLY	MONTHLY
Button	300x250 Pixels	\$125	\$300
Dedicated E-blast for Non-profits	600px wide, length can vary	\$500 per eblast	Two per month \$1,000

Mobile App Ad Rates

- 1,804 average active users (per month)
- 16,659 average sessions (per month)

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

**WJCT 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 approval. WJCT reserves the right to reject any ad. All ads with offsite links will open in new browser window.
- Acceptable formats: PNG, GIF, JPEG & JPG

Ad Specifications

- Submit ads to: **Bonnie Zerr** at bzerr@wjct.org
- Allow two business days for the ad to be posted to the site.