EMPLOYMENT MARKETING OPPORTUNITIES

For more than 60 years, Arizona PBS has served as a public square where divergent ideas and perspectives intersect in civil discourse and understanding. Reaching a loyal audience of more than 1.8 million every week with programming that celebrates science, culture, the arts, news, and public affairs. Arizona PBS is an excellent platform to align your employment brand with career messaging to an educated demographic.

OPTIONS
($5,000 per month net)

TV (15-second spot)
- News & Public Affairs Rotator: M-F/4:30p-7p (15 TV spots) – 20 spots per month
- Prime Rotator: M-Sun/7p-10p (15 TV spots) – 20 spots per month Nova, Masterpiece, Antiques Roadshow, American Experience, Nature, etc.
- Bonus spots on PBS Life and World (15 TV spots) – 40 spots per month, per channel

DIGITAL (300x250px ad)
- Weekly e-newsletter – two ads per month; 300x250px digital ad with link to your website; Sunday AM e-newsletter has 171k+ opt-in subscribers, with a 32% click through rate

Total Reach: Approximately 900k impressions per month
$6 cost per thousand (CPM)

ARIZONA PBS MAGAZINE
One full-page advertorial or display ad in Arizona PBS’ quarterly magazine (100,479 readership)
- Tell your employment marketing story and commitment to the community
- $2,500/per issue advertorial – approximate 350-word story plus image
- $1,500 full page display ad

ASU THRIVE
One full-page or half-page display ad in ASU Thrive quarterly magazine (600k+ circulation)
- Talent recruitment creative
- $11,000/per issue for full-page display ad
- $6,500/per issue for half-page display ad
- ASU is ranked No. 2 in employability for a public university according to the Global Employment University Ranking & Survey

VIDEO PRODUCTION COSTS – AWARD WINNING STORYTELLING
- ‘Day-in-the-Life’ employment video at your facility; $3,000 for a 90 video
- We would recommend several videos, one on company culture as well as highlighting specific career categories
- Client will have rights to the video and can post it to their website

For more information, contact Heather Kivatinos: heather.kivatinos@asu.edu  602-496-1241

Source: Market/Release: Phoenix, AZ 2024 Release 1 Total (Jan-Aug 2023/Aug 2023-Feb 2024)