



MEET YOUR MARKETING GOALS

When you sponsor public television, you'll receive terrific on-air and off-air benefits.

Enhance Your Corporate Reputation

PBS viewers are 47% more likely to respect companies that are PBS sponsors as opposed to cable or broadcast.

Improve Your Bottom Line

PBS viewers are 34% more likely to choose to buy a product or service from a PBS sponsor as opposed to cable or broadcast.

Connect with Influentials

Reach an influential audience on air through sponsorship of series such as *American Experience*, *Frontline*, *Masterpiece Theatre*, *Nightly Business Report*, *NOVA*, *NOVA scienceNOW*, and *We Shall Remain*. Extend your reach off-air as a sponsor of these series through special screenings and prestigious events.

Entertain Key Clients, VIPs, and Staff

Your key constituents can attend screenings, tapings, set visits, and memorable hospitality events. Enjoy this benefit as a sponsor of any of our shows.

Connect with Consumers

Enjoy direct contact with consumers at an *Antiques Roadshow* taping, where you can collect names for a database, hand out coupons, give a demonstration, or display your product.

Reach Key Markets

You can also target your key markets with local PBS station events around the country. No matter which show you sponsor, you can receive this valuable benefit.

Reach Educators and Students

Enjoy visibility in online teacher's guides, interactive series Web sites, e-mail newsletters, and other educational resources. All our primetime and children's series offer extensive educational benefits.

Conduct Product Samplings

Sponsors can distribute product samples at *Antiques Roadshow* tapings and at PBS station family events such as *Arthur* station events.