



PBS

# Stand Out on PBS

## Uncluttered is Better:

With less non-programming minutes per hour than any of the commercial networks, PBS delivers your message in the program-rich, clutter-free environment that our viewers have come to expect and appreciate.

## Category Exclusivity is Better:

A sponsorship of a PBS series provides a unique opportunity to deliver your message – without the clutter of your competitor’s spots.

## The Result:

Your company gains the appreciation of the PBS audience that values the non-commercial and uninterrupted PBS programming made possible – in part – by your sponsorship.

## *PBS viewers...*

... Believe PBS sponsors have a commitment to quality and excellence.

...Are more likely to buy a product from a PBS sponsor.

## For more information:

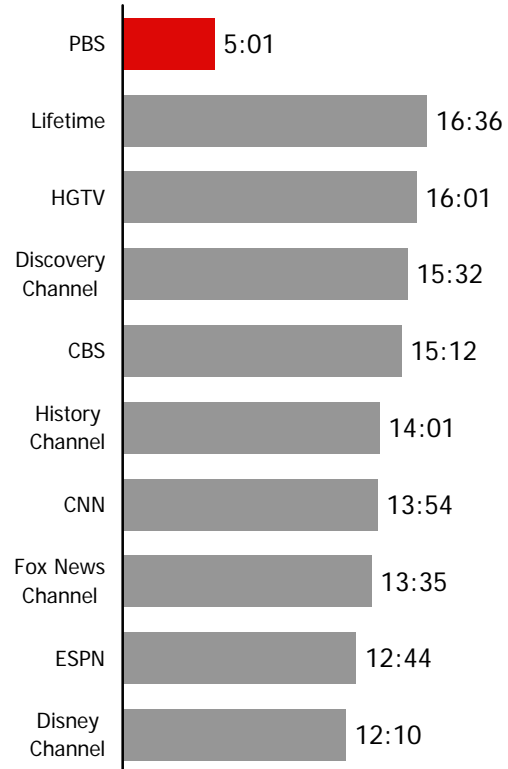
For program-specific sponsorship inquiries, please use the contact information found under each program listing.

For general inquiries, please contact Jennifer English, Director, PBS Strategic Partnerships, (703) 739-8675 or [jenglish@pbs.org](mailto:jenglish@pbs.org).

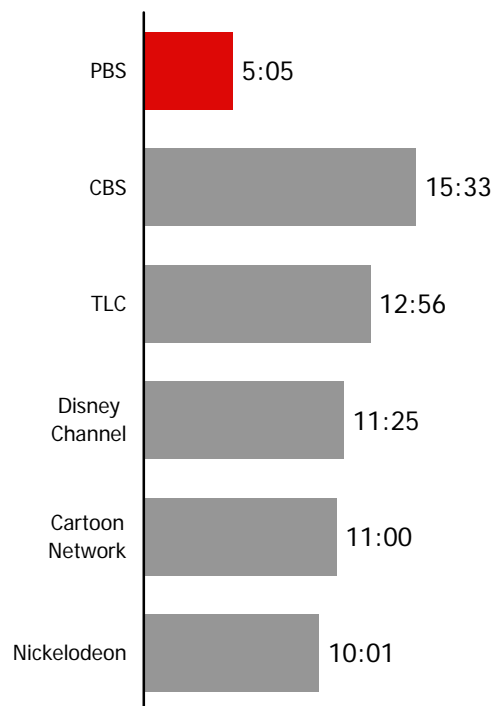
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### Non-Programming Minutes: Prime



### Non-Programming Minutes: Daytime



SOURCE: TNS Media Intelligence. DAY-TIME: 04/19 & 04/21/05, 7A-6P (ETZ). PRIME-TIME: m-S/8-11PM (ETZ). NOTE: PBS is represented by WNET-TV/New York, and CBS is represented by WCBS-TV/New York. Figures reflect non-program time in the average hour. Prepared for PBS by: Alessandra Magistrali-Smith (WETA) and Kristin Hurley (WGBH)