



PBS

history detectives



**Make an Impression
this Summer with a
Cross-Platform
Sponsorship of PBS's
Biggest Summer Hit –
*History Detectives!***

***History Detectives* Intrigues and Entertains**

Hot on the heels of another successful summer of history and mystery, *History Detectives* will be back in June 2008 to explore American artifacts, myths, and family lore based on the questions of everyday viewers – like you! A group of world-renowned architects, historians and antiquarians, the *History Detectives* team uses the latest technology, combined with traditional investigative techniques to make amazing discoveries about the homes, possessions and histories of everyday Americans.

***History Detectives* Is a Summer Ratings Winner**

- Average Audience Household 1.9 rating meets or beats programs like Discovery's *Shark Week*, Fox News Channel's *O'Reilly Factor*, CNN's *Anderson Cooper 360*, and History Channel's *Ice Road Truckers*.
- *History Detectives* Reaches Men 25+:
 - o Primary Demographics:
 - 51% Male, 49% Female
 - 49% Men 18+
 - 46% Men 35+
 - 23% HH \$75K+
 - o Average Audiences:
 - 1,160,000 Men 25+
 - 2,360,000+ Viewers 25+
 - o Message Delivery (full season):
 - 25,500,000+ gross impressions (Men 25+)
 - 51,900,000+ gross impressions (P25+)
 - o 91% coverage of U.S. TV Households

Source: PBS Audience averages are based on these PBS programs: *History Detectives* (June - September, 2007 average). Cable program ratings based on Nielsen National People Meter, 6/18/07 – 9/02/07, 8:00 – 11:00 PM.





PBS Sponsors Make an Impact

Through an association with engaging, high-quality content, and with placement in an uncluttered environment, PBS sponsors make an impact on audiences.

Viewers hold sponsors in high esteem:

- **More than two-thirds of viewers** believe that companies that sponsor PBS have a commitment to quality and excellence.
- **More than half of viewers** believe that companies that sponsor PBS are industry leaders.

Viewers would choose to support PBS sponsors:

- **Two-thirds of viewers would choose to purchase** from a company that sponsors PBS, all other things being equal.

Source: PBS Sponsorship – Awareness and Impact on Quality Perceptions, Harris Interactive, August, 2006.

Cross-platform Sponsorship Benefits Include:

On Air:

- Two 15-second sponsor messages per program (open and close).
 - 10 one-hour programs = 20 national credits during the season.
 - 50% of US Households receive an additional 16 repeat episodes during the year.
- Primetime, common carriage clearance
 - *History Detectives* is scheduled Monday evenings at 9pm following *Antiques Roadshow*.
- Category exclusivity in an uncluttered environment.

Online Benefits:

- Dynamically served display units and logo placement on www.pbs.org/historydetectives.
 - 728x90 animated leader board throughout this content rich site.
 - Annual traffic of over 1 million page-views.
 - Monthly traffic during the season: 500,000 page views.
- Video credit on streamed content from season six.

Additional Opportunities Include:

- Recognition in all nationally produced series-support advertising and public relations*
- Opportunities for educational outreach and customized promotional campaigns**
- Opportunities for local events and talent appearances**

For More Information Contact:

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* Subject to timing and availability.

** Some additional opportunities require additional investment

