



PBS

Stand Out on Basin 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.

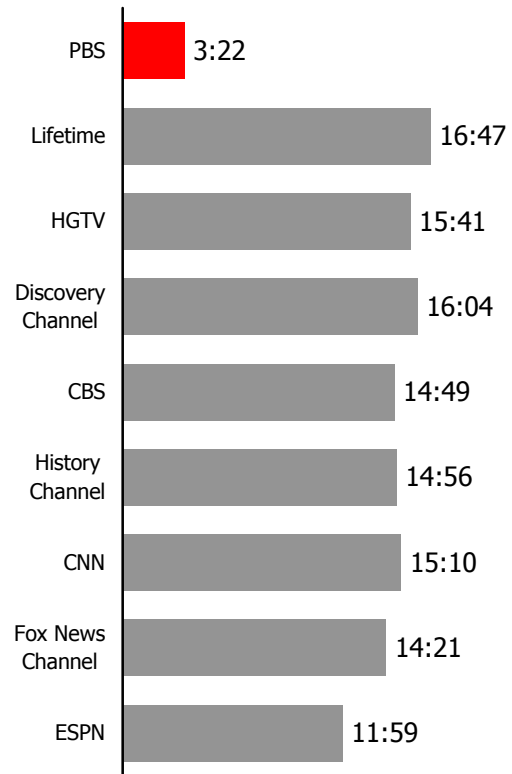
PBS viewers...

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

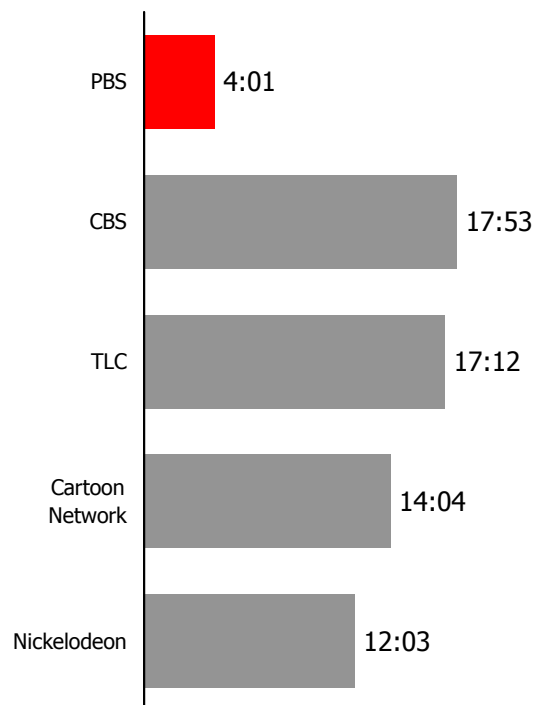
...Are more likely to buy a product from a PBS sponsor.

For more information about sponsorship opportunities, contact Daphne Dowdy Jackson, ddowdy@basinpbs.org
432.563.5728

Non-Programming Minutes: Prime



Non-Programming Minutes: Daytime



Source: TNS Media Intelligence, November 2008
PRIMETIME: 11/10-11/16/08, 8-11PM (EST); DAYTIME: 11/11 & 11/13/08, 7AM-6PM
NOTES: 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.

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