



# Sizzling **SUMMER** Sponsorship

## Get on board now for a special summer opportunity!

For the first time ever, PBS KIDS is offering a flexible, multi-program sponsorship opportunity. This summer, your company can forge a strong association with the trusted and respected PBS KIDS brand across multiple children's series and dayparts.

Through PBS KIDS' new Sizzling Summer Sponsorship initiative, your company will receive visibility on some of PBS KIDS' most popular kids' shows that together **reach millions of kids ages 2-11 as well as their parents and caregivers.**

Whether you're trying to reach preschoolers and tweens or moms and dads, PBS KIDS' Sizzling Summer Sponsorship opportunity offers **flexible media packages that will provide maximum on-air visibility during the summer months.**

### Reach America's kids and parents across multiple PBS KIDS series

Kids and parents turn to PBS for high-quality children's series that are as **educational** as they are entertaining. From established favorites like *Arthur* and *Clifford the Big Red Dog* to newer engaging offerings like *WordGirl* and *Martha Speaks*, **PBS KIDS series attract a large, national audience of children, parents and caregivers** who value educational programming and PBS's non-violent, safe viewing environment.

With PBS KIDS' special summer sponsorship opportunity, your company will receive on-air visibility on up to eight of PBS's popular children's series. **You choose the weeks when you want to be on-air, Monday through Friday, from the end of June until Labor Day.**

NEW



June 29–September 4, 2009

**SG | PTV**

Sponsorship Group  
for Public Television

[www.sgptv-org](http://www.sgptv-org)

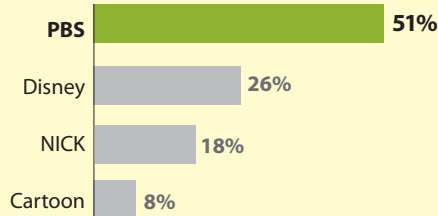
800.886.9364

## PBS KIDS delivers an appreciative audience

As a PBS KIDS sponsor, you'll reach a large, national audience of kids and parents while associating your company with the trusted and respected PBS KIDS brand.

### PBS KIDS Sets the Standard for Children's Television

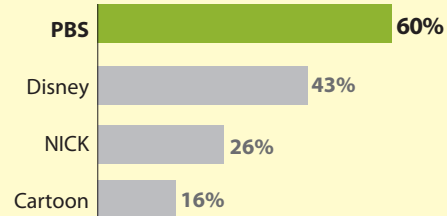
When it comes to high-quality children's programming, PBS sets the standard by which all other networks are measured.



Source: Harris Interactive, PBS Kids Image Tracker 2008

### PBS KIDS is the Most Trusted & Safe Place for Children on Television

Parents trust PBS more than any other children's network.



Source: Harris Interactive, PBS Kids Image Tracker 2008



## Sizzling Summer Sponsorship Benefits

Through this special summer opportunity, your company will receive:

- **High visibility:** 2, 15-second on-air spots on up to **eight series airing daily (M-F) on PBS stations across the country**
- **Flexible media buys:** Choose to run spots for one to ten weeks during Summer 2009, from **June 29 through September 4**
- **Clutter-free:** Stand out in PBS's **uncluttered broadcast environment**, with far fewer non-programming minutes per hour than any of the commercial networks
- **Category exclusivity:** National sponsorship is limited to four or fewer **non-competing sponsors**
- **Customized packages:** Create the sponsorship package that **meets your specific marketing needs**

### Contact Us

Don't miss this special opportunity to reach millions of kids, parents and caregivers. **PBS KIDS' limited-time Sizzling Summer Sponsorship** is offered exclusively by the Sponsorship Group for Public Television at WGBH Boston.

For more information on how this and other SGPTV sponsorship packages can help you reach your target audience, contact: **Mike Nelson at 800.886.9364**, e-mail [mike\\_nelson@wgbh.org](mailto:mike_nelson@wgbh.org), or visit [www.sgptv.org](http://www.sgptv.org).