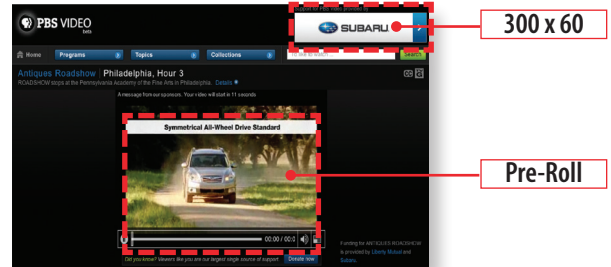


ONLINE SPONSORSHIP

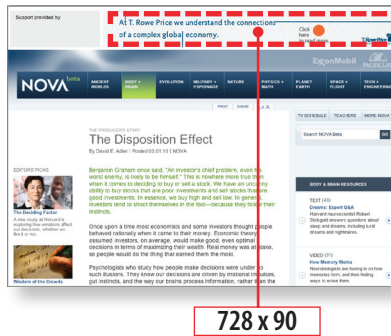


As national sponsor, you'll enjoy high-profile visibility on PBS.org

- 15- or 30-second pre-roll units on series' streaming videos plus companion banner unit on PBS video player

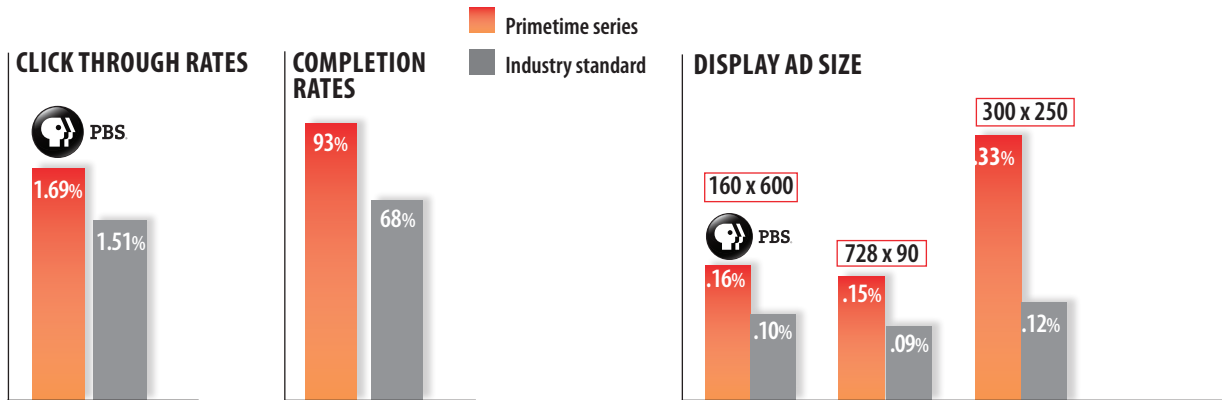


- Online display units rotating throughout site content



Sponsor's messages on PBS.org outperform industry standards

- Viewers are approximately **30% more likely to engage with pre-roll messaging** compared to the industry standard
- Click through rates for **display units outperform the industry standard by 100%**



Pre-roll Sources: Primetime series are American Experience, Antiques Roadshow, Frontline, Masterpiece, NOVA. LiveRail impressions reports 8/31/10–11/21/10
Industry Standard: YuMe Video Metrics Reports (Q1 2010 and Q2 2010)

Display Ad Sources: Primetime series are American Experience, Antiques Roadshow, Frontline, Masterpiece, NOVA. DART impressions reports 1/1/10–11/21/10
Industry standard: DoubleClick 2009 Benchmarks Report

Contact Us For more information on PBS sponsorship opportunities, call Mike Nelson at 800.886.9364, e-mail mike_nelson@wgbh.org, or visit www.sgptv.org.

