Why sponsor PBS KIDS?

The Leader in Children’s Media

- **Trusted** by parents as a safe place for kids
- **Education-focused** and mission-driven
- **Best-in-class**, award-winning content
- **Break-free, uninterrupted** content
- **Uniquely uncluttered** sponsor environment

PBS KIDS Impact your Bottom Line

Parents are **more likely to purchase products from PBS KIDS’ sponsors** than from advertisers on commercial cable.

![Pie chart showing 68% preference for PBS KIDS sponsors compared to 43% for commercial cable advertisers]

**How to read:** 68% of parents prefer to buy a product or service from sponsor of PBS KIDS vs. 43% who would prefer to buy from an advertiser on a commercial kids cable network. 
Source: Lightspeed Research/SGPTV Viewer Attitudes & Behavior Study, March 2018

The Sponsorship Group for Public Television offers sponsorships of iconic PBS KIDS programming like *Arthur*, *Dinosaur Train*, *Molly of Denali*, *Pinkalicious & Peterrific*, *Splash and Bubbles*, *Wild Kratts* and so much more! Contact us now to learn more about PBS KIDS and how we can build a custom sponsorship for your brand.
**ARTHUR®**

**Airs:** Monday–Friday  
**Demos:** Daily

*Arthur* has consistently ranked as one of the most popular kids shows on any network. Based on the beloved books by Marc Brown, this fun, animated series centers on 8-year-old Arthur, his kid sister, D.W., and their friends. With an underlying commitment to literacy, *Arthur* uses engaging characters and amusing story lines to illustrate how kids from diverse backgrounds can learn to get along with one another and develop positive social skills.

Current corporate sponsor:  
ABCmouse.com, Ikea

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**CURIOUS GEORGE®**

**Airs:** Monday–Friday  
**Demos:** Daily

*Curious George* follows the adventures of everybody’s favorite little monkey, while also introducing kids to science, math and engineering concepts. Each episode includes two animated stories and live-action pieces, where real kids investigate the ideas that George introduces in his stories.

Current corporate sponsors:  
ABCmouse.com, Kiddie Academy

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**DINOSAUR TRAIN™**

**Airs:** Monday–Friday  
**Demos:** Daily

From the legendary Jim Henson Company comes *Dinosaur Train*, an animated series for 3–6 year olds that embraces kids’ fascination for both dinosaurs and trains. Each half hour episode encourages basic scientific thinking skills as kids learn about science, natural history and paleontology.

Current corporate sponsors:  
ABCmouse.com, Kiddie Academy

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**US TV HH Coverage:** 98%  
**Total Weekly Viewers P2+ (000):** 1,944


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**US TV HH Coverage:** 98%  
**Total Weekly Viewers P2+ (000):** 1,720


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**US TV HH Coverage:** 97%  
**Total Weekly Viewers P2+ (000):** 1,757


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**ELINOR WONDERS WHY**  
**Airs:** Monday – Friday, premiering September 7, 2020

Join Elinor and her friends as they ask the questions in every kid’s mind, and use basic scientific skills to connect Nature to their everyday lives. Targeted to a pre-school audience, *Elinor Wonders Why* shows kids that science is not just a list of facts, but a way of answering questions and learning about the world.

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Source: NTI Live+7 Nielsen National NPOWER based on similar programming, Oct ’18–Sept ’19

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**HERO ELEMENTARY**  
**Airs:** Monday – Friday, premiering June 1, 2020

At *Hero Elementary*, young superheroes learn how to master their emerging superpowers and use science to solve problems. Aimed at kids 4-7, the series integrates science and adventure to ignite kids’ natural curiosity about how the world works.

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Source: NTI Live+7 Nielsen National NPOWER, based on similar programming, Oct ’18–Sept ’19

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**LET’S GO LUNA!**  
**Airs:** Monday–Friday  
**Daily**

*Let’s Go Luna!*’s whimsical and humorous stories celebrate and inspire global curiosity. Luna, the moon, guides three friends as they explore the world. The trio’s hilarious adventures introduce kids 4–7 to local language, music and daily life across continents, emphasizing connections with communities beyond their own neighborhood.

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Current corporate sponsors:

Target
**MOLLY OF DENALI**

**Airs: Monday–Friday**

Meet Molly, a 10-year-old charming and resourceful girl from the Denali region of Alaska. Whether it's using a map to navigate a dog sled delivery under the aurora borealis, or navigating through fog-shrouded islands in search of puffins, this new PBS KIDS series follows Molly on exciting adventures, teaching kids how to solve problems using informational text.

Current corporate sponsors:
Homer, IKEA, T.Rowe Price – 529 College

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**ODD SQUAD**

**Airs: Monday—Friday**

*Odd Squad* follows the adventures of a group of resourceful young agents whose mission is to investigate strange happenings wherever oddness occurs. Created by Fred Rogers Productions and Sinking Ship Entertainment, this delightful live-action series is designed to help kids ages 5 to 8 practice basic math, problem-solving, resilience and collaboration, establishing a solid foundation for success in school and in life.

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**PINKALICIOUS & PETERRIFIC**

**Airs: Monday—Friday**

Join the fun as Pinkalicous and her brother Peter look for ways to turn the everyday ho-hum into something extraordinary! With a focus on social and emotional learning (SEL), and drawing upon the National Core Arts Standards, this new PBS KIDS series encourages creativity and celebrates the arts across all artist disciplines.

Current corporate sponsors:
Homer, Kiddie Academy, Target

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**PLUM LANDING**

**A PBS KIDS Web Exclusive Series**

Plum Landing is a web-original adventure encouraging 6- to 9-year olds to get outdoors and interact with nature. Animated videos tell the story of Plum, a video game designer from the desolate Planet Blorb, who zooms to Earth longing to experience nature. There, she befriends five eager kids and launches them on fun, nature-based missions. Plum Landing also features live-action videos, games, hands-on activities and a mobile app!

**READY JET GO!**

**Airs: Monday–Friday Daily**

PBS KIDS soars into outer space with Ready Jet Go! Curiosity about space starts early, as soon as kids are old enough to look up at the sky and wonder: What’s up there? Ready Jet Go! introduces children to astronomy, earth science and technology in a fun and engaging way, through the adventures of an animated alien boy named Jet Propulsion!

**THE RUFF RUFFMAN SHOW**

**All-new short-form animated digital science series**

Canine host extraordinaire, Ruff Ruffman, returns to PBS KIDS in an all-new animated digital science series. The Ruff Ruffman Show is a collection of 20 physical science themed videos designed to help kids ages 4-8 think, talk, act and feel like scientists.
**SPASH AND BUBBLES**

**Airs:** Monday–Friday  
**Daily**

Emmy nominated children’s series *Splash and Bubbles* follows the adventures of Splash, Bubbles, Dunk, and Ripple as they dive into the incredible world of marine biology and oceanography. Together, these aquatic friends explore themes such as interconnectedness, diversity, individuality, and the importance of taking care of the ocean we all share.

**Current corporate sponsors:**
Emerald Coast

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**THE CAT IN THE HAT KNOWS A LOT ABOUT THAT!**

**Airs:** Monday–Friday  
**Daily**

*The Cat in The Hat Knows A Lot About That!* is designed to spark a love of learning and an interest in science in preschoolers. Based on the best-selling books from Random House, the series follows the Dr. Seuss character and his friends as they embark on fun, scientific adventures such as shrinking to bee-size to explore a hive or flying with birds to discover how they migrate.

**Current corporate sponsor:**
Time4Learning

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**WILD KRATTS**

**Airs:** Monday–Friday  
**Daily**

*Wild Kratts* is an animated animal adventure full of laugh-out-loud comedy that takes kids around the world to meet all sorts of animals— from the cute and cuddly to the awesome and bizarre. Featuring the animated versions of popular zoologists and children’s entertainers Chris and Martin Kratt, *Wild Kratts* is a science show that families are enjoying together.

**Current corporate sponsors:**
ABCmouse.com, Target

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*See last page for trademark and copyright information*
XAVIER RIDDLE AND THE SECRET MUSEUM

Airs: Monday–Friday

Daily

This exciting new series teaches kids that everyone can do remarkable things! Follow the adventures of three children as they enter a “secret museum” and travel back in time to meet real life heroes from the past, when the heroes were kids. In each episode, Xavier, Yadina, and Brad learn about the challenges these inspirational figures faced and the path they took to achieve greatness, showing the kids that they, too, can be heroes.

Current corporate sponsor:
ABCmouse.com, Kiddie Academy

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Source: Projections based on Nielsen T1 Live+7 Oct 2018-Sept 2019 program averages for similar PBS KIDS programs
MOLLY OF DENALI PODCAST

Children’s | New Weekly Podcast

In the voices of the characters, listeners will hear serialized stories of how Molly and Suki (Molly’s faithful huskie) found one another, how Molly’s family took over the Denali Trading Post, and Molly’s recording of her very first video blog.

8 Episodes | 8–10 Minutes

Current corporate sponsors:
T. Rowe Price - 529 College Plan, Homer