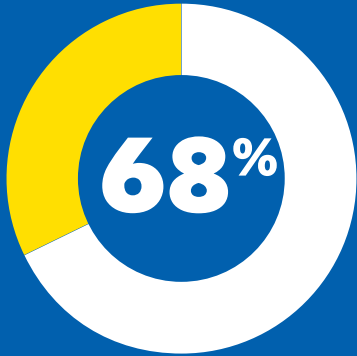
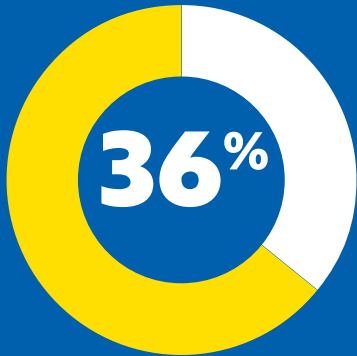


Viewers connect with Public Television sponsors



PBS viewers agree that its sponsors are committed to quality and excellence



Viewers research more on the company, product or service they see on PBS

In addition to PBS's fact-based reporting, viewers can trust its programming quality as well. In 2018, PBS and producing partners won 7 News and Documentary EMMY Awards and were nominated 44 times – more than any other organization.

WATCH

PBS is America's most trusted institution for 16 years running.* During this period of rapid evolution in media, politics, culture and technology, the value that the public sees in PBS and local member stations like WGCU has remained unique and unrivaled.

PBS is well respected and has a very wide reach:

- **8 in 10** U.S. homes tune in to PBS every year.
- **83% of Masterpiece viewers** are more likely to have been an active member of a group that tries to influence public policy or government.
- **43% of contributors to PBS** are more likely to hold the job title of CEO.

WGCU HD 30.1, Cable 3 & 440 Comcast HD

Morning Programming

PBS Kids Programming Weekday	7-Noon	\$25
PBS Kids Programming Weekend	6am-10am	\$25

Midday Programming

Weekday Daytime	Noon-6pm	\$35
Saturday-Sunday Daytime	10am-6pm	\$50

Evening Programming

News Block Mon - Fri Evening	6pm-8pm	\$105
Primetime Mon - Sun Evening	8pm-11pm	\$110
Late Night Mon - Sun Evening	11pm-1am	\$35
Overnight Mon-Sun	1am-7am	\$15

World 30.2 & Cable 201, Create & Encore 30.3 & Cable 202

Daytime Mon-Sun	6am-6pm	\$15
Evening Mon-Sun	6pm-11pm	\$21
All day rotator	24 hour	\$15

24-7 Kids Channel 30.5

Primetime Mon-Sun	6pm-9pm	\$25
Daytime Mon-Sun	6am-6pm	\$21
Overnight Mon-Sun	10pm-6am	\$15

*Sources for this and other statistics on this page are Marketing & Research Resources, Inc.; Nielsen; Research by City Square Associates, 2015 and 2016; Google Analytics. Rate card effective April 2020.



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