

CORPORATE SUPPORT PROGRAMMING RATES

News and Primetime Programming WSRE HD

Mon–Sun, 6:00 p.m.–11:00 p.m.

Program Specific: 2 spots, 15 seconds each, open and close \$150 total per episode

Non Program Specific:

1 spot per week	\$75 each
2 spots per week	\$70 each
3 spots per week	\$65 each
4+ spots per week	\$60 each

Examples of News and Primetime programming are: *Newshour with Jim Lehrer*, *Antiques Roadshow*, *Nova*, *History Detectives*, *Masterpiece Classic*, *Masterpiece Mystery*, *Nature*, *American Experience*, *Frontline*, *Great Performances*, *Lawrence Welk Show*, *As Time Goes By* and *Keeping Up Appearances*.

PBS Kids and PBS Kids Go! on WSRE HD

Mon–Fri, 7:00 a.m.–12:30 p.m. and 2:00 p.m.–5:30 p.m.

Program Specific: 2 spots, 15 seconds each, open and close \$50 total per episode

Non Program Specific:

2 spots per week	\$25 each
3+ spots per week	\$20 each

Examples of PBS Kids and PBS Kids Go! are: *Sesame Street*, *Martha Speaks*, *WordWorld*, *Between the Lions*, *Super Why* and *The New Electric Company*.

Weekend Daytime Programming (How-To's, Children and Repeats of Primetime Programming)

Sat and Sun, 8:00 a.m.–5:30 p.m.

Program Specific: 2 spots, 15 seconds each, open and close \$50 total per episode

Non Program Specific:

2 spots per week	\$25 each
3+ spots per week	\$20 each

Examples of Weekend Daytime programming are: *The Victory Garden*, *This Old House*, *New Yankee Workshop*, *Hometime*, *Rick Steves' Europe*, *Second Opinion*, *America's Test Kitchen*, *Everyday Food* and *Julia and Jacques Cooking at Home*.

Note: "How-to" programs are also aired Mon–Fri, 1:00 p.m.–2:00 p.m.

Terms and Conditions

- All rates subject to minimum lengths of agreement.
- Programming may be subject to change without advance notice.
- Make-goods for preempted spots will air in comparable time periods.

For rates on PBS Specials and WSRE Produced Documentaries, contact your Corporate Sponsorship Representative (850) 484-1054.