

JANUARY							APRIL							JULY							OCTOBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
1	30	31	1	2	3	4 5	14	31	1	2	3	4 5 6	27	30	1	2	3	4 5 6	40	29	30	1	2	3 4 5			
2	6	7	8	9	10	11 12	15	7	8	9	10	11 12 13	28	7	8	9	10	11 12 13	41	6	7	8	9	10 11 12			
3	13	14	15	16	17	18 19	16	14	15	16	17	18 19 20	29	14	15	16	17	18 19 20	42	13	14	15	16	17 18 19			
4	20	21	22	23	24	25 26	17	21	22	23	24	25 26 27	30	21	22	23	24	25 26 27	43	20	21	22	23	24 25 26			
FEBRUARY							MAY							AUGUST							NOVEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
5	27	28	29	30	31	1 2	18	28	29	30	1 2 3 4	31	28	29	30	31	1 2 3	44	27	28	29	30	31	1 2			
6	3	4	5	6	7	8 9	19	5	6	7	8 9 10 11	32	4	5	6	7	8 9 10	45	3	4	5	6	7 8 9				
7	10	11	12	13	14	15 16	20	12	13	14	15 16 17 18	33	11	12	13	14	15 16 17	46	10	11	12	13	14 15 16				
8	17	18	19	20	21	22 23	21	19	20	21	22	23 24 25	34	18	19	20	21	22 23 24	47	17	18	19	20	21 22 23			
													35	25	26	27	28	29 30 31	48	24	25	26	27	28 29 30			
MARCH							JUNE							SEPTEMBER							DECEMBER						
M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S
9	24	25	26	27	28	1 2	22	26	27	28	29	30 31 1	36	1	2	3	4	5 6 7	49	1	2	3	4	5 6 7			
10	3	4	5	6	7	8 9	23	2	3	4	5 6 7 8	37	8	9	10	11	12 13 14	50	8	9	10	11	12 13 14				
11	10	11	12	13	14	15 16	24	9	10	11	12 13 14 15	38	15	16	17	18	19 20 21	51	15	16	17	18	19 20 21				
12	17	18	19	20	21	22 23	25	16	17	18	19 20 21 22	39	22	23	24	25	26 27 28	52	22	23	24	25	26 27 28				
13	24	25	26	27	28	29 30	26	23	24	25	26 27 28 29																

## National Brands Find Success on PBS



**PBS is...**  
#1 in TRUST



**PBS helps brands...**

- Improve brand recall
- Meet CSR goals



**PBS delivers brands...**

- Premium audiences
- Brand safe content
- Less ad clutter



**Sponsor messaging on PBS is more effective...**

Viewers prefer the ads they see on PBS

