

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
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 delivers brands...**

- Premium audiences
- Brand safe content
- Less ad clutter



**PBS helps brands...**

- Improve brand recall
- Meet DEI & CSR goals



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

Viewers prefer the ads they see on PBS

# 2024

# 2025

# 2026

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

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

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

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 Martha Speaks Rosie's Rules



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 Lidia's Kitchen This Old House/Ask This Old House