

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	28	29	30	31	1	2	3	14	29	30	31	1	2	3	4	27	28	29	30	1	2	3	4	40	27	28	29	30	1	2	3
2	4	5	6	7	8	9	10	15	5	6	7	8	9	10	11	28	5	6	7	8	9	10	11	41	4	5	6	7	8	9	10
3	11	12	13	14	15	16	17	16	12	13	14	15	16	17	18	29	12	13	14	15	16	17	18	42	11	12	13	14	15	16	17
4	18	19	20	21	22	23	24	17	19	20	21	22	23	24	25	30	19	20	21	22	23	24	25	43	18	19	20	21	22	23	24
5	25	26	27	28	29	30	31																	44	25	26	27	28	29	30	31
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				
6	1	2	3	4	5	6	7	18	26	27	28	29	30	1	2	31	26	27	28	29	30	31	1	45	1	2	3	4	5	6	7
7	8	9	10	11	12	13	14	19	3	4	5	6	7	8	9	32	2	3	4	5	6	7	8	46	8	9	10	11	12	13	14
8	15	16	17	18	19	20	21	20	10	11	12	13	14	15	16	33	9	10	11	12	13	14	15	47	15	16	17	18	19	20	21
9	22	23	24	25	26	27	28	21	17	18	19	20	21	22	23	34	16	17	18	19	20	21	22	48	22	23	24	25	26	27	28
								22	24	25	26	27	28	29	30	35	23	24	25	26	27	28	29								
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				
10	1	2	3	4	5	6	7	23	31	1	2	3	4	5	6	36	30	31	1	2	3	4	5	49	29	30	1	2	3	4	5
11	8	9	10	11	12	13	14	24	7	8	9	10	11	12	13	37	6	7	8	9	10	11	12	50	6	7	8	9	10	11	12
12	15	16	17	18	19	20	21	25	14	15	16	17	18	19	20	38	13	14	15	16	17	18	19	51	13	14	15	16	17	18	19
13	22	23	24	25	26	27	28	26	21	22	23	24	25	26	27	39	20	21	22	23	24	25	26	52	20	21	22	23	24	25	26

The PBS Difference:



PBS is #1 in Trust



Uncluttered Sponsor Environment



Brand Safe Environment



Viewers Prefer the Sponsor Spots on PBS



Award-Winning Content



Improved Brand Recall



Premium Audience



Increase in Purchase Preference

2026

2027

2028

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
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	1	2	3	4	5	6
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

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

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

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