



MEDIA KIT

2026/2027

**SPONSORSHIP GROUP
FOR PUBLIC TELEVISION**



A woman with short brown hair and glasses, wearing a bright orange jacket over a black top and a striped shirt, stands in front of a display board. She is looking to her left with a thoughtful expression. The background is a blurred outdoor setting with greenery and a blue structure. The text is overlaid on the left side of the image.

PBS is a media company like no other.

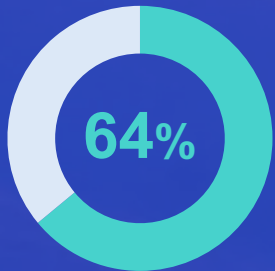
PBS's mission is to serve the American public with **programming of the highest quality**, using media to **educate, inspire, entertain**, and express a **wide range of perspectives**.

Learn how national brands who partner with PBS also benefit from this earned trust and bond with the public.

THE PBS DIFFERENCE: #1 in TRUST

PBS is ranked the **#1 most trusted media institution** for the 23rd year in a row.

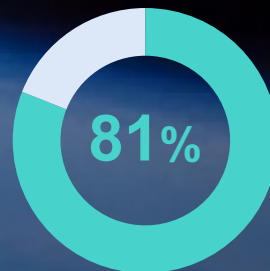
TRUST in PBS...



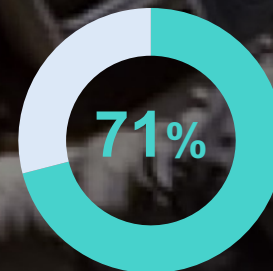
of Americans say PBS is the **most trusted institution**



TRUST extends to PBS sponsors.



of PBS viewers say they **respect brands** because of their association with PBS*



of PBS viewers say they **feel more positive** about companies that sponsor PBS.**



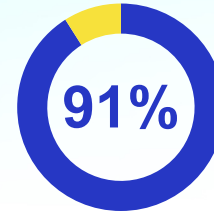
Parents turn to PBS KIDS for trusted content

Parents become loyal to the brands they see on PBS KIDS.

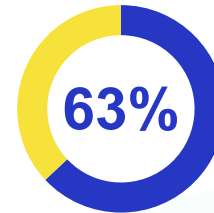
"I feel so much better about the sponsors on PBS KIDS and about my kids seeing their spots."

"When my child is watching PBS KIDS, I will watch with them."

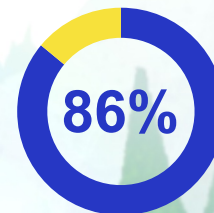
PBS KIDS Viewer



of parents say "PBS KIDS is the leader in quality educational children's programming"



of the PBS KIDS linear audience is A18+* and 50% of the PBS KIDS' streaming audience is A18+**

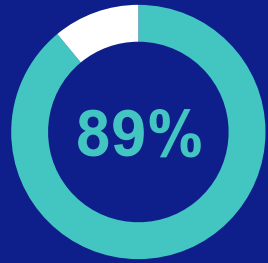


of PBS parents say "I am grateful to the sponsors on PBS" for helping to make the programs possible



THE PBS DIFFERENCE: AWARD-WINNING CONTENT

Programs available for sponsorship



of viewers say PBS
“provides content I can’t
find anywhere else.”

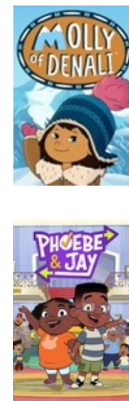


PBS KIDS

STEM



LITERACY



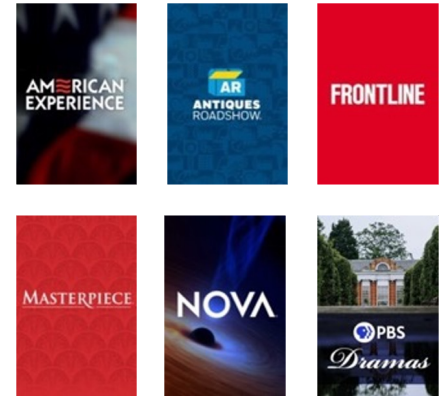
SOCIAL EMOTIONAL DEVELOPMENT



ARTS, CULTURE, & SOCIAL STUDIES



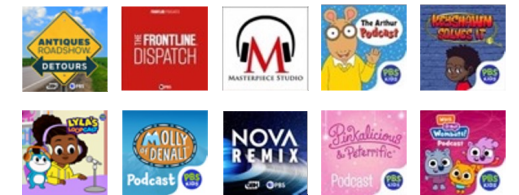
PRIMETIME



LIFESTYLE



PODCASTS



PBS attracts the **high-quality audiences** that brands want to reach

Our premium multi-platform ecosystem connects your brand's message to valuable audiences.

When you compare the educated, affluent leaders that make up the PBS audience to the average US Adult 18+:



Educated

PBS's **linear viewers** are...

PBS's **digital video viewers** are...*

49%

more likely to have a **doctorate degree**

182%

more likely to have a **doctorate degree**

Affluent

64%

more likely to have a HH **net worth of \$2MM+**

103%

more likely to have a HH **net worth of \$2MM+**

Leaders

23%

more likely to be a **Board Member**

96%

more likely to be a **Board Member**

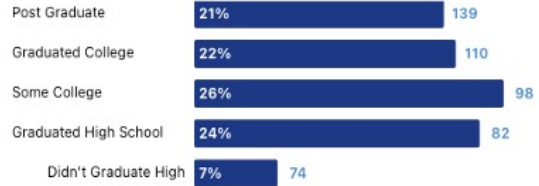
THE PBS DIFFERENCE: PREMIUM AUDIENCE



SEX



EDUCATION



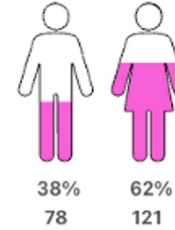
HOUSEHOLD



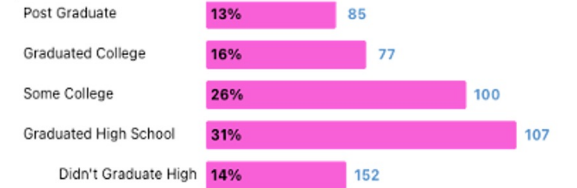
GEOGRAPHIC HEAT MAP



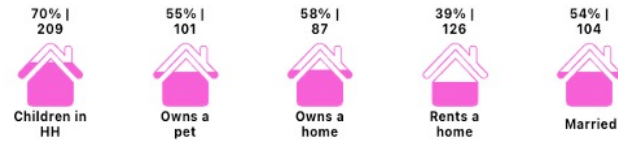
SEX



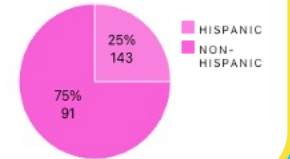
EDUCATION



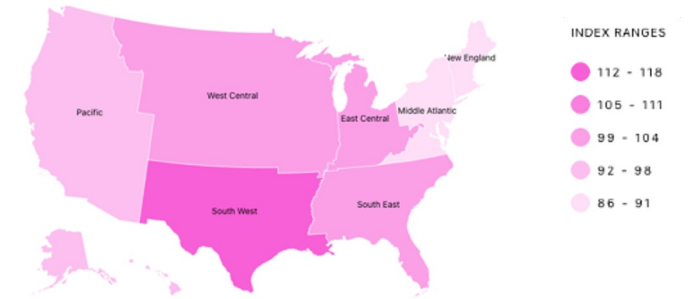
HOUSEHOLD



ETHNICITY



GEOGRAPHIC HEAT MAP

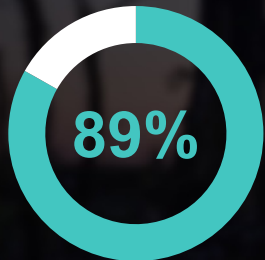


Source: 2026 MRI-Simmons Winter Doublebase USA Weight type: Population (000) Base: Study Universe
 *Projections relatively unstable, use with caution

THE PBS DIFFERENCE: UNCLUTTERED SPONSOR ENVIRONMENT

The PBS video environment is uncluttered and category exclusive

PBS's trusted, non-commercial environment provides a platform where your brand message can stand out and be remembered.



of PBS viewers say they appreciate that PBS is not cluttered with commercial advertisements

LINEAR

ONLY TWO
:60 national sponsor
pods per program



- One pod at the open & one pod at the close
- Pod limited to a maximum of 2-4 sponsors
- Spot length options: :30 or :15 seconds
- Category exclusive
- Program content is uninterrupted

STREAMING

ONLY ONE national
sponsor in-stream
message per video



- One pre-roll pod at the open
- Spot length options: :30 or :15 messages
- Un-skippable
- Program content is uninterrupted content

On PBS general audience programs

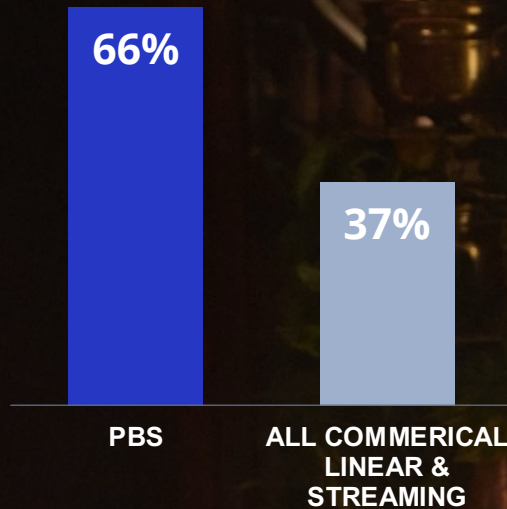
THE PBS DIFFERENCE: INCREASE IN PURCHASE PREFERENCE & IMPROVED BRAND RECALL

PBS Sponsorships are Good for Business

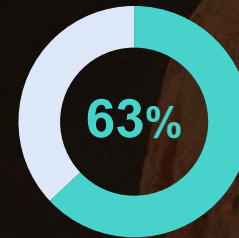
PBS viewers prefer to buy from PBS corporate sponsors

66%

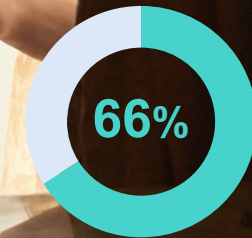
of PBS viewers prefer to buy a product from a PBS sponsor.



A PBS sponsorship boosts brand recall

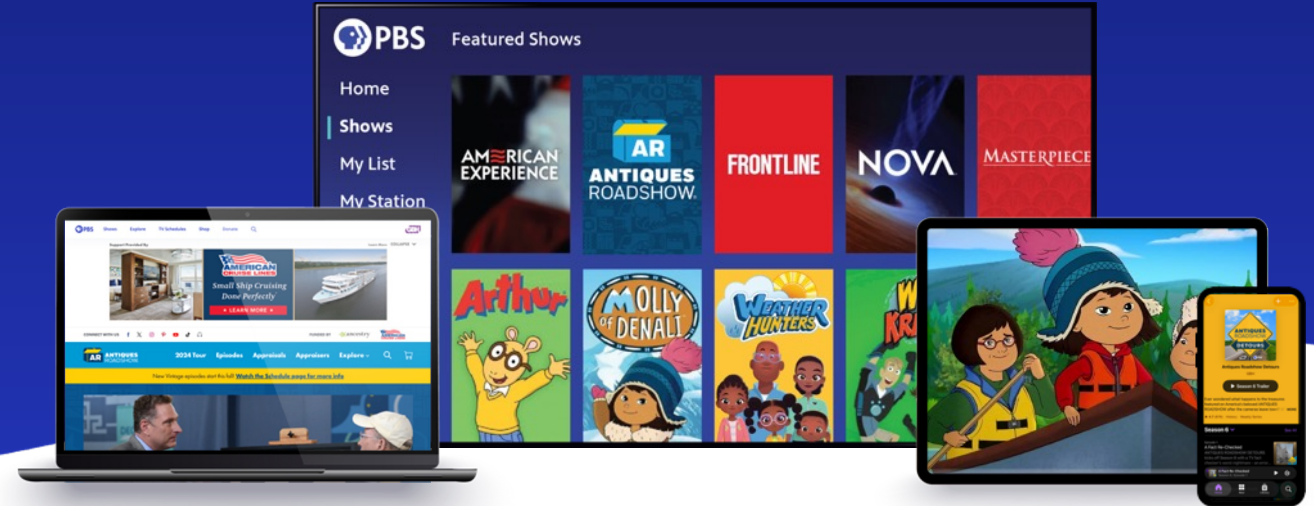


of PBS viewers say "I tend to remember the companies that sponsor PBS"



of PBS viewers say it's easier to recall sponsor messages on PBS

PBS sponsorships deliver multiplatform visibility



Video: Linear & Streaming

- **Linear TV:** Two :15 or :30 spots per broadcast (at open and close of each episode)
- **Streaming Video:** :15 or :30 pre-roll spots on streaming content on PBS.org, PBS app, and OTT/Connected TV platforms

Digital

- **Display:** High-profile, in-feed banners on PBS.org, and linked logo throughout the series site
- **E-newsletters:** Linked logo and display banner (as available) in series e-newsletters

Podcasts

- :15 or :30 sponsor spots dynamically served in PBS's podcasts

Additional Benefits

- **Events and screenings:** Exposure at events and screenings
- **Talent and assets:** Series may provide talent for a client event such as screening, Q&A, panel discussion, etc. (pending approval and availability)

A photograph of two men standing in a workshop or industrial setting. The man on the left is younger, with short brown hair, wearing a dark blue button-down shirt over a white t-shirt and khaki pants. The man on the right is older, with grey hair and a mustache, wearing a light-colored plaid button-down shirt and blue jeans. They are both smiling at the camera. The background shows wooden beams and a white door.

THE SPONSORSHIP GROUP FOR PUBLIC TELEVISION (SGPTV)

SGPTV is the leading national corporate sponsorship sales team for PBS

Exclusively represent the largest portfolio of PBS content including Primetime, Kids, and Lifestyle programs

Part of GBH Boston, SGPTV is a leading producer of PBS linear, streaming, and digital content including MASTERPIECE, ANTIQUES ROADSHOW, NOVA, FRONTLINE, and nearly all of the PBS KIDS series

Provide clients with a highly-experienced, full-service sponsorship team including Sales, Research, Marketing and Client Services



CONTACT US

For more information on sponsorship opportunities, contact:

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Sponsorship Group for Public Television | sgptv.org

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800.886.9364

