

NHPBS SPONSORSHIP RATES

Connect with a highly desirable audience of New Hampshire PBS viewers.
Rate, times and dayparts are subject to change. Nonprofit discounts are available.



NHPBS features PBS series and PBS Kids, as well as local productions such as Windows to the Wild, Granite State Challenge and Our Hometown.

PRIMETIME

(M-F 5-11PM; Sa/Su 6-11PM)
:15 spot \$125 | :30 \$200

PRIMETIME PREMIUM

Program Specific
:15 spot \$150 | :30 \$225

PUBLIC AFFAIRS | HOW-TO

Program Specific
:15 spot \$110 | :30 \$180

CHILDREN'S

(M-F 6AM-5PM; S/S 6-11AM)
:15 spot \$70 | :30 \$100

GENERAL AUDIENCE

(Cooking, How-To, History, Arts) S/S 11AM-6PM)
:15 spot \$125 | :30 \$200

LATE NIGHT

(M-Sun 11PM-1AM)
:15 spot \$45 | :30 \$70

OVERNIGHT

(M-Sun 1AM-6AM)
:15 spot \$30 | :30 \$50

ALL DAYPARTS

(Run of Schedule)
:15 spot \$98 | :30 \$155



NHPBS Explore features alternate broadcast times for many key programs with a focus on British drama and mystery programs as well as cooking, how-to and travel shows.

PRIMETIME

(M-F 6:30-11PM; Sa/Su 6-11PM)
:15 spot \$75 | :30 \$125

PRIMETIME PREMIUM

Program Specific
:15 spot \$100 | :30 \$150

PUBLIC AFFAIRS | HOW-TO

Program Specific (F 6:30-11PM; Su 6-11AM)
:15 spot \$75 | :30 \$125

CHILDREN'S

(M-F 2-6:30PM; S/S 6-11AM)
:15 spot \$60 | :30 \$90

GENERAL AUDIENCE

(Cooking, How-To, History, Arts) M-F 6AM-2PMS/S 11AM-6PM
:15 spot \$75 | :30 \$125

LATE NIGHT

(M-Sun 11PM-1AM)
:15 spot \$35 | :30 \$65

OVERNIGHT

(M-Sun 1AM-6AM)
:15 spot \$20 | :30 \$30

ALL DAYPARTS

(Run of Schedule)
:15 spot \$65 | :30 \$105



Round-the-clock lifestyle programming to help you make the most of life, with practical tips on everything from home improvement and decorating to travel and cooking.

ALL DAYPARTS

(Run of Schedule)
:30 spot \$25



ALL DAYPARTS

(Run of Schedule)
:30 spot \$25

A 24/7 non-fiction and documentary channel featuring thought-provoking stories on today's headlines, science advances, historic revelations and natural wonders.