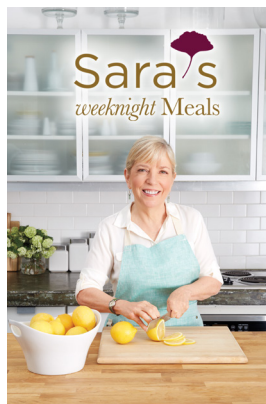


**Project Description & Concept**

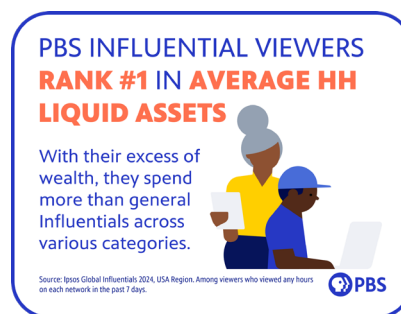
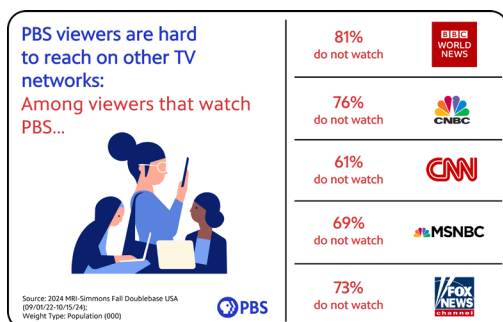
These multi-channel packages include on-air and digital placements, starting at \$500 per month and with a three month commitment.

When your business becomes a Programming Champion with NHPBS you will promote your brand through digital and on-air :15 spots around a mix of topical nationally and locally produced programs across multiple channels. Champions who commit at the highest level will also be featured in affiliated in-person events throughout the calendar year, giving them an in-person touchpoint to connect with the NHPBS audience.



**Select the audience you want to connect with,  
and NHPBS will ensure your brand's messaging is in all the right places.**

- **Nature & Environment Programming Champion:** Windows to the Wild, Nature, NOVA, The Sky Guy, Bird Tales, NatureWorks and more.
- **Arts & Music Programming Champion:** Great Performances, Austin City Limits, Arts Talk, a large library of live musical performances and more.
- **Drama & Mystery Programming Champion:** All Creatures Great and Small, Miss Scarlet, Grantchester, Hotel Portofino and more.
- **Culture & History Programming Champion:** Finding Your Roots, Our Hometown, Weekends with Yankee and more.
- **Dining & Travel Programming Champion:** Joseph Rosendo's Travelscope, Rick Steves' Europe, Weekends with Yankee, Samantha Brown's Places to Love, America's Test Kitchen, Milk Street, Pati's Mexican Table and more.
- **DIY & Home and Garden Programming Champion:** This Old House, American Woodshop, Garden Smart and more.
- **Healthy & Wellness Programming Champion:** Seniority Authority, Classical Stretch, Garden Smart and more.
- **Next Gen & Youth Programming Champion:** Granite State Challenge, NOVA, Skillville and more.
- **Kids Club Programming Champion:** Our Kids Club 24/7 channel, Kids Club events, Daniel Tiger, Carl the Collector, Rosie's Rules, Work It Out Wombats and more.
- **News & Public Affairs Programming Champion:** PBS News Hour, Frontline, The State We're In and more.
- **New Hampshire Stories and Locally-Produced Programming Champion:** The State We're In, Our Hometown, Windows to the Wild, Seniority Authority and more.



**Granite  
“Starter”  
CHAMPION  
PACKAGE**

*\$500/month  
Investment*

*\*Invoiced monthly  
with a 3-month  
minimum  
commitment  
(minimum  
investment is  
\$1,500 or  
annual investment  
of \$6,000)*

**ON-AIR PRODUCTION BENEFITS**

- Six (6) monthly :15-second spots around related programming (ROS) across multiple channels
- Listed in the end-credits of any NHPBS-produced related production

**NHPBS.ORG**

- Listed and linked on our Corporate Support page

**DIGITAL MARKETING BENEFITS**

- Included in related e-newsletter updates

**SOCIAL MEDIA MARKETING BENEFITS**

- Included in season-end Thank You post on Social Media platforms

**PRINT MARKETING BENEFITS**

- Listed on related print media

**BONUS (with longer commitments)**

- Complimentary production assistance for :15-second spot with a minimum 5-month commitment
- Listed and linked online on the related local program page with a minimum 5-month commitment
- Tile ad placement on nhpbs.org with a minimum 12-month commitment

**Bronze  
Level  
CHAMPION  
PACKAGE**

*\$750/month  
Investment*

*\*Invoiced monthly  
with a 3-month  
minimum  
commitment  
(minimum  
investment is  
\$2,250 or  
annual investment  
of \$9,000)*

**ON-AIR PRODUCTION BENEFITS**

- Ten (10) monthly :15-second spots around related programming (ROS) across multiple channels
- Listed in the end credits of any NHPBS-produced production
- Complimentary production assistance for :15-second spot

**NHPBS.ORG**

- Listed and linked on our Corporate Support page
- Listed and linked online on related local program page
- Listed in related press releases

**DIGITAL MARKETING BENEFITS**

- Included in related e-newsletter updates
- Listed in related press releases

**SOCIAL MEDIA MARKETING BENEFITS**

- Included in season-end Thank You post on Social Media platforms

**PRINT MARKETING BENEFITS**

- Listed in related print media
- Listed in related press releases

**BONUS (with longer commitments)**

- Tile ad placement on nhpbs.org with a minimum 6-month commitment

**Silver Level  
CHAMPION  
PACKAGE**

*\$1250/month  
Investment*

*\*Invoiced monthly  
with a 3-month  
minimum  
commitment  
(minimum  
investment is  
\$3,750 or  
annual investment  
of \$15,000)*

**ON-AIR PRODUCTION BENEFITS**

- Eighteen (18) monthly :15-second spots around related programming (ROS) across multiple channels
- Listed in the end-credits of any NHPBS-produced production
- Complimentary production assistance for :15-second spot

**NHPBS.ORG**

- Listed and linked on our Corporate Support page
- Listed and linked online on the related local program page
- Listed in related press releases

**DIGITAL MARKETING BENEFITS**

- Included in related e-newsletter updates
- Listed in related press releases

**SOCIAL MEDIA MARKETING BENEFITS**

- Stand-alone Thank You posts at the end of the fiscal year
- Tagging in NHPBS-related production posts
- Included in season-end Thank You post on Social Media

**PRINT MARKETING BENEFITS**

- Listed on related print media
- Listed in related press releases

**BONUS (with longer commitments)**

- Tile ad placement on nhpbs.org with a minimum 6-month commitment

**Gold Level  
CHAMPION  
PACKAGE**

*\$2500/month  
Investment*

*\*Invoiced monthly  
with a 3-month  
minimum  
commitment  
(minimum  
investment is  
\$7,500 or  
annual investment  
of \$30,000)*

**ON-AIR PRODUCTION BENEFITS**

- Thirty (30) monthly :15-second spots around related programming (ROS) across multiple channels
- Listed in the end-credits of any NHPBS-produced production
- Complimentary production assistance for :15-second spot

**NHPBS.ORG**

- Listed and linked on our Corporate Support page
- Listed and linked online on the related local program page
- Listed in related press releases
- Tile ad placement on nhpbs.org

**DIGITAL MARKETING BENEFITS**

- Included in related e-newsletter updates
- Listed in related press releases

**SOCIAL MEDIA MARKETING BENEFITS**

- Stand-alone Thank You posts at the end of the fiscal year
- Tagging in NHPBS-related production posts
- Included in season-end Thank You post on Social Media

**PRINT MARKETING BENEFITS**

- Listed on related print media
- Listed in related press releases

**BONUS (with longer commitments)**

- Listed and linked in our e-news with a minimum 6-month commitment
- Listed as a sponsor on related events throughout the year with a minimum 12-month commitment

**Platinum  
Level  
CHAMPION  
PACKAGE**

*\$5000/month  
Investment*

*\*Invoiced monthly  
with a 3-month  
minimum  
commitment  
(minimum  
investment is  
\$15,000, or  
annual investment  
of \$60,000)*

**ON-AIR PRODUCTION BENEFITS**

- Fifty-eight (58) monthly :15-second spots to air around related programming (ROS) across multiple channels
- Listed in the end credits of any NHPBS-produced production
- Complimentary production assistance for :15-second spot

**NHPBS.ORG**

- Listed and linked on our Corporate Support Page
- Listed and linked online on the related local program page
- Listed as a Programming Champion in related press releases
- Tile ad placement on nhpbs.org

**DIGITAL MARKETING BENEFITS**

- Included in related e-newsletter updates
- Listed as a Programming Champion in related press releases

**SOCIAL MEDIA MARKETING BENEFITS**

- Stand-alone Thank You posts at the end of the fiscal year
- Tagging in NHPBS-related production posts
- Included in season-end Thank You post on Facebook

**PRINT MARKETING BENEFITS**

- Listed as a Programming Champion on related print media
- Listed as a Programming Champion in related press releases

**BONUS (with longer commitments)**

- Listed and linked in our e-news with a minimum 6-month commitment
- Flexible package add-ons with a minimum 12-month commitment
- Listed as a sponsor on related events throughout the year with a minimum 12-month commitment
- Billboard ad placement on nhpbs.org with a minimum 12-month commitment