

Be more.



PBS.



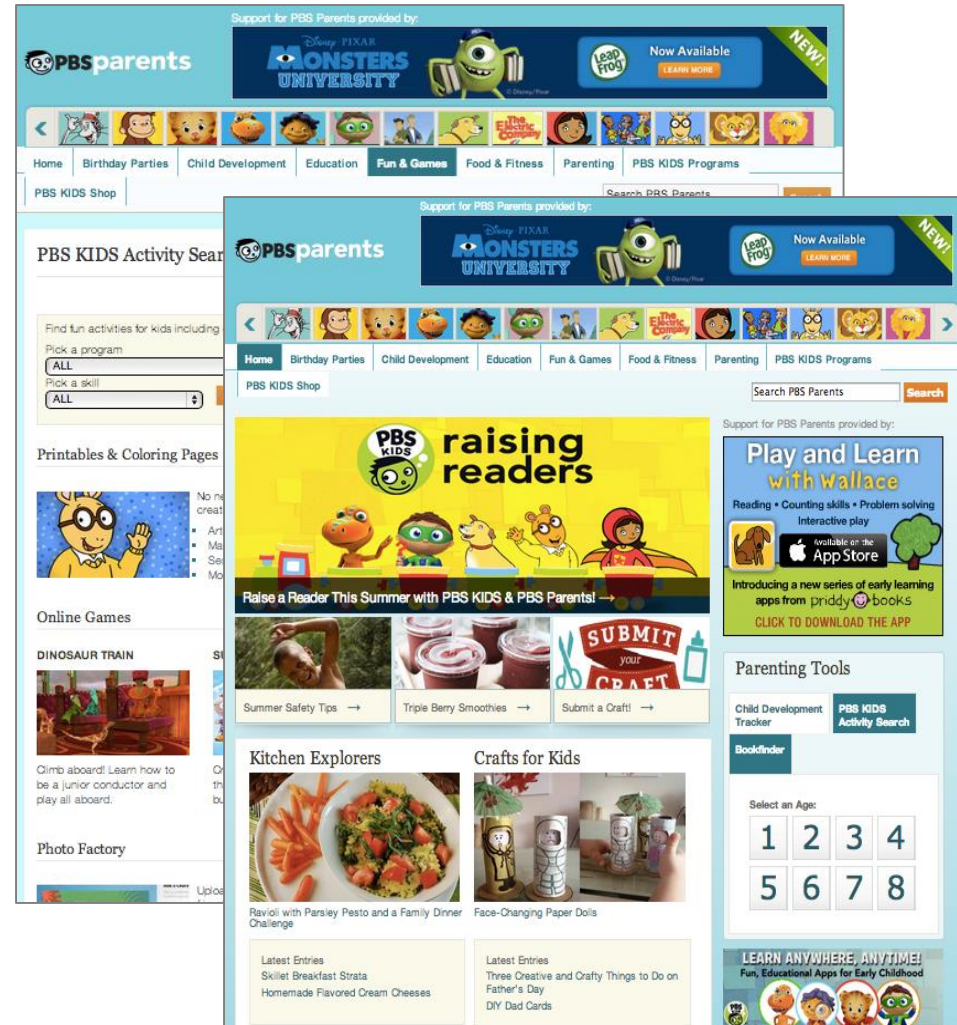
PBSParents.org: Engaged Audiences and Impactful Sponsorship

Move over Dr. Spock, it's the Digital Age and PBS Parents is one of the new trusted resources for today's parents raising children from infant to early school age. — Parents' Choice Awards

A Destination for Parents in the Know

PBS Parents

- Designed to help parents be their child's best teacher, even before they step into a classroom
- The companion site to PBS KIDS, the most trusted brand in children's media
- Reaching more than 759,000 million unique users each month, generating 1.5 million monthly page views
- Connects to PBS KIDS programs including The Cat in the Hat Knows a Lot About That!, Sesame Street and Curious George
- A proven platform for sponsors with a range of opportunities from banner and video placements to custom, integrated opportunities



Part of the PBS Family of Sites

Encouraging Exploration Online



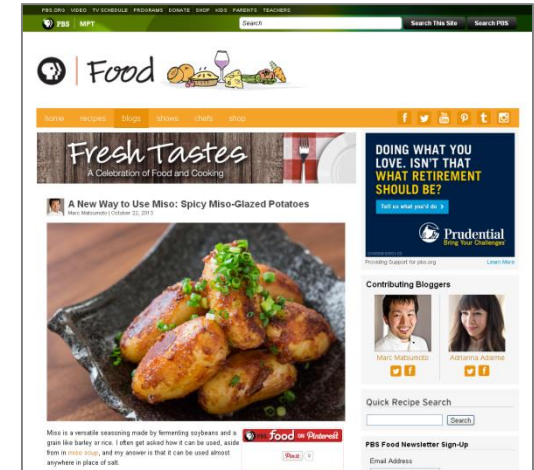
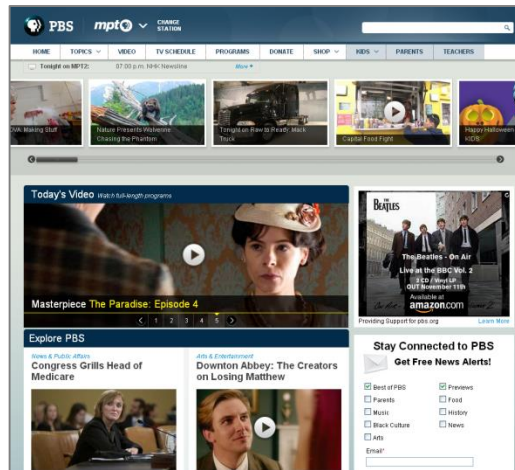
The #1 site for streaming video among kids' entertainment sites*



Essential programs for fans in an uncluttered environment for sponsors



Online destination to rediscover the art and "how to" of cooking



Essential Resources for Parents

Informing & Inspiring

Expert Blogs

Regular Q&A features cover a wide range of topics with answers from experts and parents

Topics

Range of topics / sub-verticals addressing areas of interest to parents including Crafts for Kids, Birthday Parties, Homeschooling, Healthy Kids and more

Tools and Activities

Tools like the Childhood Development Tracker and Book Finder exemplify how PBS Parents harnesses multiple resources to inform parents

Newsletter

More than 3.2m monthly impressions keeping users up-to-date with PBS Parents activities and blogs



The Power Mom on PBS Parents

PBS Parents Reaches Influential Consumers

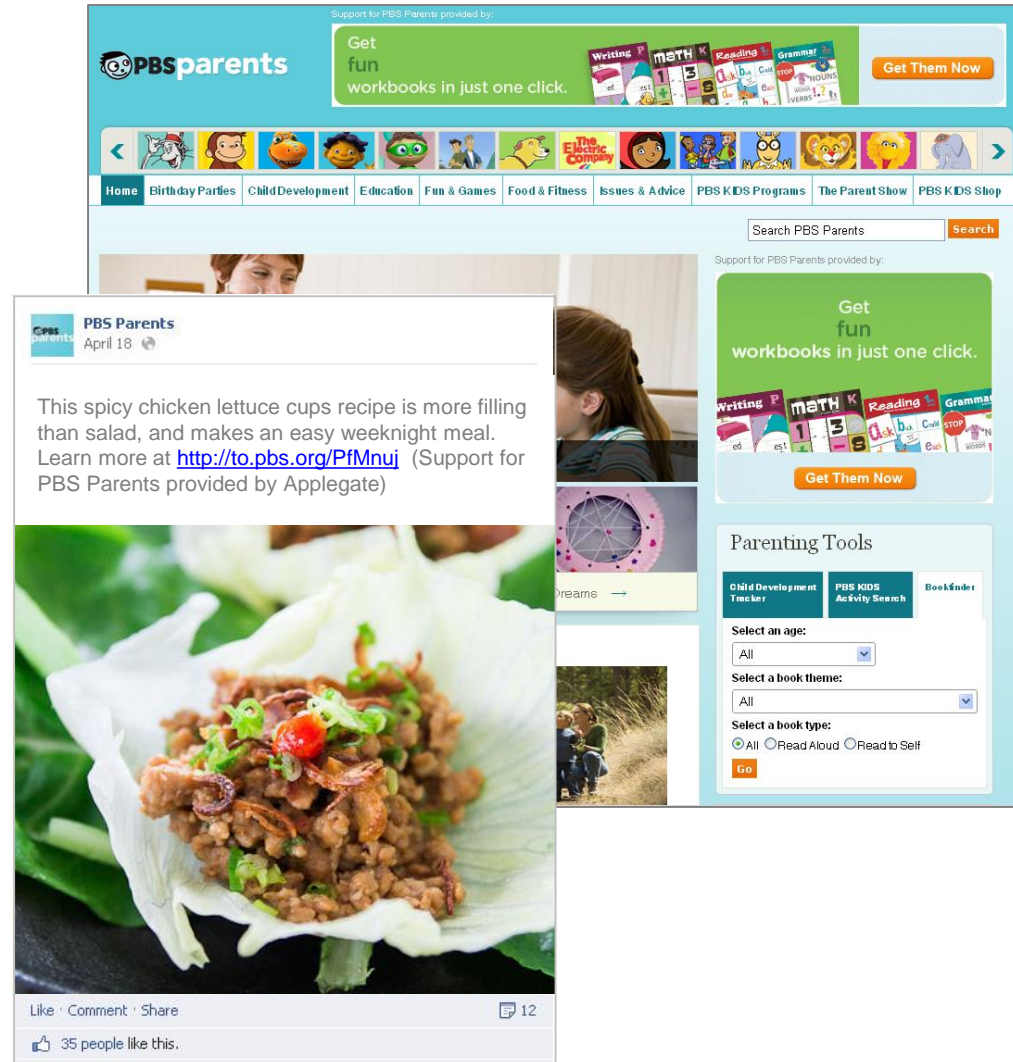
- Have 3 or more children (index 211)
- 62% of PBS Parents users are the primary grocery shoppers in their households
- Frequently advise others on home decorating (index 249), household products (index 192), parenting/family (index 177), and food & beverages (index 142)
- Enjoy making crafts (index 149), attending a BBQ or picnic (index 144), and baking (index 131)
- Visit social media sites daily (index 261)
- Participate in outdoor activities such as camping (index 246) and fishing (index 136)
- Searched the internet for information on museum/art galleries (index 187) and music concerts (index 129)



A Dynamic Opportunity for Sponsors

Trusted, Uncluttered Environment

- 728x90, 300x250, 300x600 and 160x600 units and video pre-roll
- Potential to develop customized curated content hubs, promotions, contests and events based on sponsor objectives
- Promotion of contests, including opportunities for sponsor recognition, through social media outlets like Facebook reaching an audience of 6.7 million
- New PBS Parents video hub features content from PBS Parents video series alongside licensed content from **Kids in the House**, an online video series featuring expert parenting tips and advice



Crafts for Kids

Hundreds of Fun and Easy Project

- Provides hands-on ideas that expose kids to the fun of crafting
- The crafts are organized by learning skill, type & medium, season, holiday and PBS KIDS-themed
- Crafts for Kids is authored by:
 - Caroline Gravino a crafter, designer and mother who runs the popular blog, “Salsa Pie”
- A series of Crafts for Kids video tutorials offer the potential to showcase sponsors
- 300x250 and 728x90 units available



Custom Video Activation with PBS Parents

Unique Opportunity for Branded Content

- PBS Parents can partner with sponsor for custom video series sponsorship
- Videos will be hosted on PBS Parents.org and PBS Parents' YouTube channel

Custom sponsorship includes

- Exclusive recognition of sponsor name and logo in video content
- 300x250 and 300x600 banner units across PBS Parents
- Mentions across PBS social media outlets reaching an audience of 6.7 million



A Halo Effect for PBS Sponsors

Captivating & Dependable

76%

of PBS viewers agree that sponsors are committed to quality and excellence

81%

of PBS viewers agree that PBS is selective about the businesses and products that can advertise on PBS

68%

of PBS viewers agree sponsors create compelling advertising that is better than advertisements on other networks

**For more information about sponsorship opportunities across PBS.org,
please contact your National Public Media sales representative or email
sponsorship@nationalpublicmedia.com**
