

HoustonPBS KUHT-TV

Station Capabilities

Educate. Inform. Entertain.



Presented by: Bill Graves
2008

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HoustonPBS: Our mission is to Educate, Inform, and Entertain

HoustonPBS offers companies, corporations and individuals a multi-platform marketing mix that will help your business reach our viewers!

We extend an invitation to join us in connecting with an audience and with our community.

- Ø Underwriters of HoustonPBS know that their participation and contribution improves the quality of life for themselves and HoustonPBS viewers.*
- Ø Our corporate partners have the rare opportunity to speak directly to viewers without the usual barrage and clutter of commercials.*
- Ø In fact HoustonPBS has only 5 minutes of spot time per hour compared to 15 or more minutes on commercial television.*
- Ø Less clutter, less competition, greater impact!*

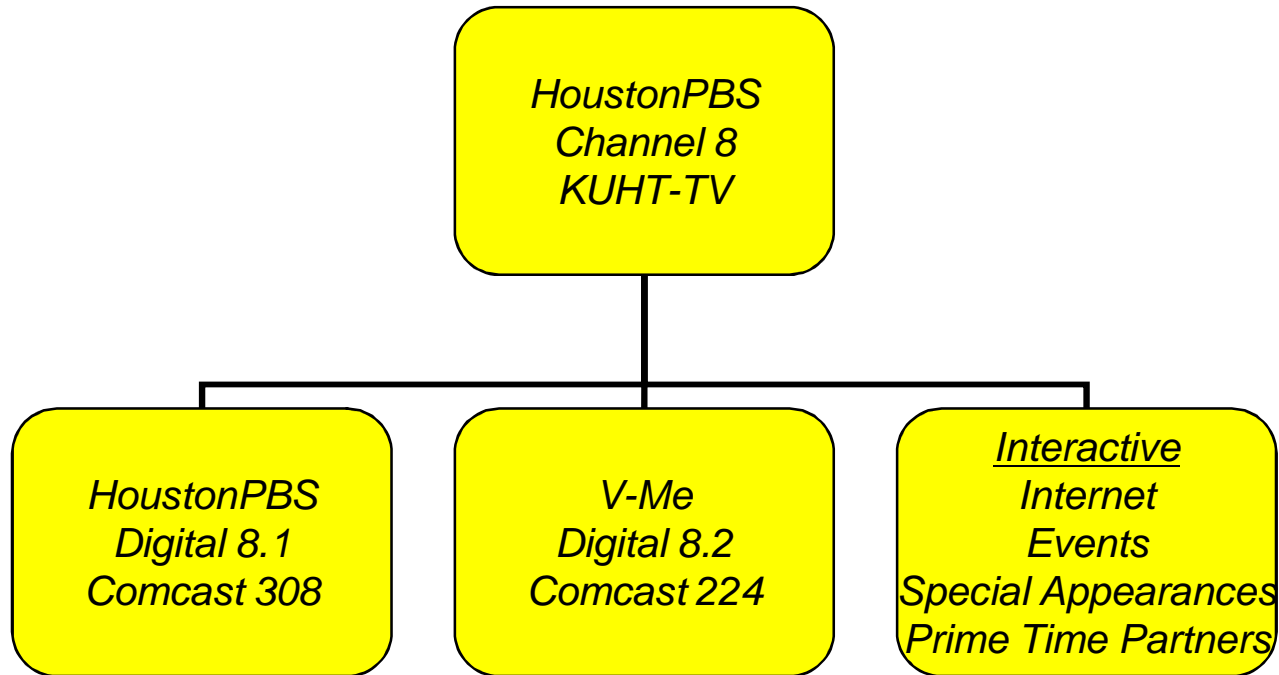
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You can reach our audience with our Analog and HD Digital stations! Our newest edition is V-Me the nations first public network that broadcast all programming in Spanish. Plus, we offer the internet, events and special appearances to help integrate your business with HoustonPBS.



HoustonPBS is watched in one million television households per week which:

Ø Represents 2.3 million people *

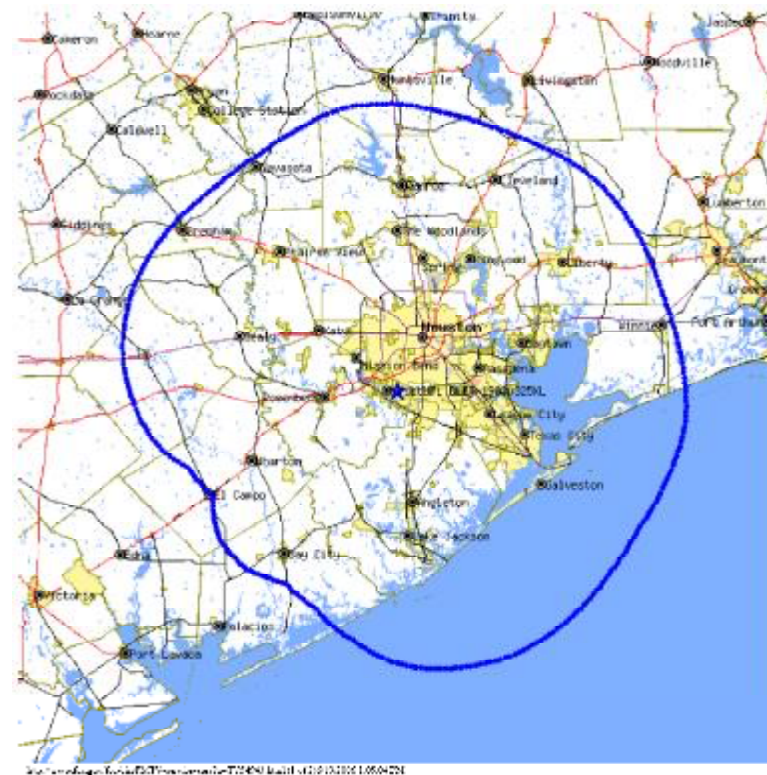
Ø HoustonPBS reaches 99% of all television households

Ø Serves 30 counties within an 80 mile broadcasting radius spanning from Conroe to Victoria and Beaumont to Brenham.

Ø Add cable and satellite dish, HoustonPBS covers approximately 11,000 square miles.



Service Area on a Tiger Census Map



*HoustonPBS is simulcast on both the analog and digital channels

HoustonPBS Events



Feria Unidos Contra La Diabetes 2004



Children's Festival 2007

Local Sponsorship of HoustonPBS events

- *HoustonPBS has several local events that focuses on children's education*

- *Reading Rainbow*
- *Houston Children's Festival*
- *Woodlands Children's Festival*
- *Living Smart Conference*
- *Sporting Clays Tournament*
- *Golf Classic*



- **Your company** may become a partner with HoustonPBS by underwriting events that will help market your company to the Houston area
- All of your company's event sponsorships will be included on the Underwriters Web Page

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*Use the HoustonPBS web site as a source for our audience to learn more about **you!***

- Ø The HoustonPBS audience is loyal, interested and educated*
- Ø The HoustonPBS web site is the source for more information about us.*
- Ø Be a company that supports HoustonPBS and receive premier placement on our Underwriters Page.*
- Ø The HoustonPBS web site averages 15,000 to 20,000 page views per month.*

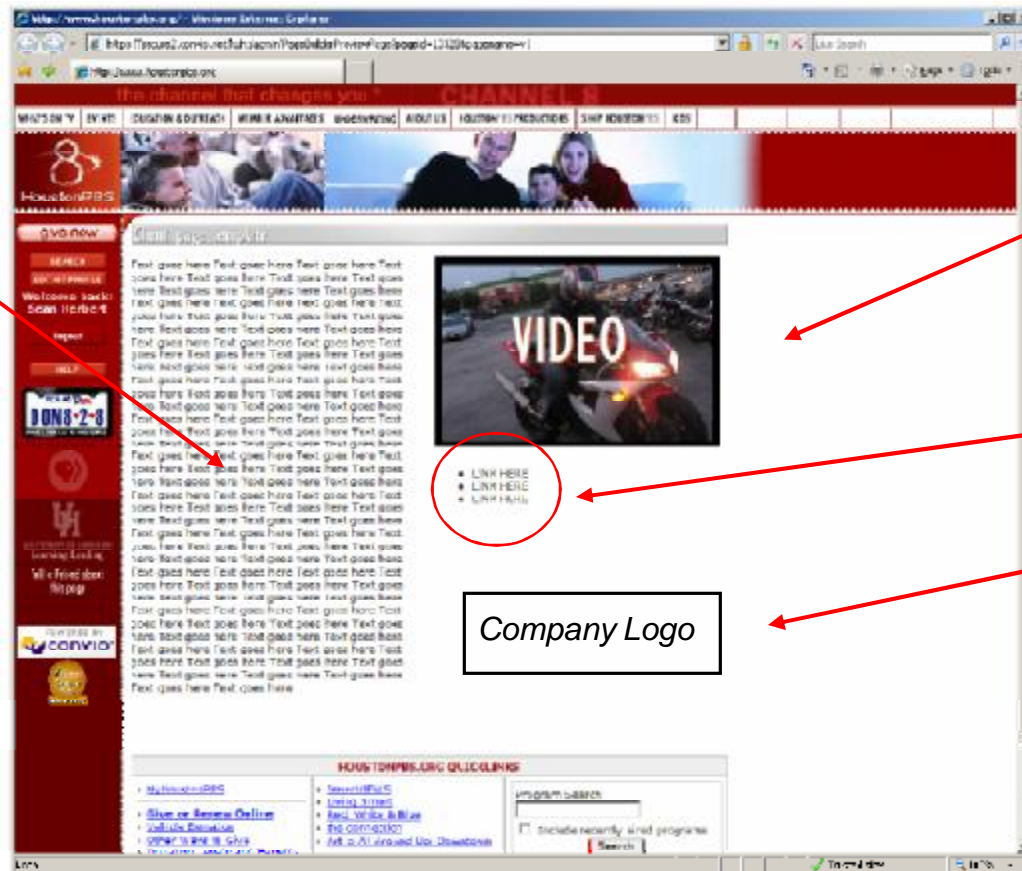
Underwriters Web Page

A description of your business

A video message

Printable PDFs

Link to your web page



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the channel that changes you® CHANNEL 8

WHAT'S ON TV | EVENTS | EDUCATION & OUTREACH | MEMBER ADVANTAGES | UNDERWRITING | ABOUT US | HOUSTONPBS PRODUCTIONS | SHOP HOUSTONPBS | KIDS

HoustonPBS

MyHoustonPBS

ACB

Awards

Digital Future

FAQ

Financial Information

History

How To Contact Us

Jobs

Interning & Volunteering

Maps / Directions

Virtual Tour

give now

SEARCH

REGISTER NOW

username

password

remember me

LOGIN

HELP

Program Schedules | Program Information | Local Programs | Classes | News Center

WHAT'S ON

May 29, 2008

11:30am
Caillou
Words

12:00pm
Bake Decorate Celebrate!
Games Galore

12:30pm
Place of Our Own
Caregiver Education

1:00pm
Living Smart
Dr. Garth Jowett

1:30pm
Moment of Luxury
Living with History

TONIGHT

May 29, 2008

7:00pm
Globe Trekker
El Salvador & Honduras

8:00pm
Mystery
Inspector Lewis

9:36pm
A Hand Up: The Vietnamese Nail Salon Story

Support HoustonPBS Today

Help us continue to bring top-quality programming to Southeast Texas.

Become a member | Renew your membership | Give an extra gift

Thank you for your generosity.

STIMULATE Looking for a good investment for your Government Stimulus Check? Stimulate Channel 8 with a tax-deductible donation today.

DONATE HERE! Invest a part of your stimulus check in the quality, commercial-free programming you love!

FEATURES

DRC | PBS KIDS PLAY

Banner

310 x 62 pixels

Tile

115 x 90 pixels

Guidelines for Underwriting Messages

Sponsorship on HoustonPBS presents a company or foundation as a partner with television at its finest. While the non-commercial nature of public television requires certain FCC requirements and other guidelines, companies and foundations (with or without the help of HoustonPBS) have produced effective creative messages that make a powerful statement.

An underwriting message **may**:

- Ø Describe your business
- Ø Describe your corporate mission
- Ø Use a slogan
- Ø Make an association between your company and the program
- Ø Use music (without vocal lyrics) and sound effects that are not product-related
- Ø In addition to corporate identification, remember that your message can describe your reasons for funding the program. HoustonPBS has found that viewers respond favorably to messages that link the sponsor's mission and the program that makes it possible.

Your underwriting message **may not**:

- Ø Use celebrity spokespeople or corporate officials
- Ø Use language or slogans that: Are **qualitative** ("maker of the finest...")
- Ø Make **superlative** or **comparative** statements ("Houston's largest retailer of...")
- Ø Are a **call to action** or **inducement to buy** ("visit our showroom," "consider the advantages")
- Ø Include endorsements ("the choice of Fortune 500 executives")
- Ø Include price and value information ("high quality at low prices," "free")
- Ø Use sound effects to evoke an impression of the product in use
- Ø Show people in connection with products

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HoustonPBS RATES TV Spots :30/:15 seconds

Early Morning	\$75
Morning	\$185
Afternoon	\$225
News Block	\$450
Prime	\$650
Late Night	\$75

Ø Rates are based on availability and are subject to change.

Ø HoustonPBS has four (4) Pledge cycles per year that pre-empt our regular scheduled programming. We will guide you through those time periods.

Ø Customized proposal are available .

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HoustonPBS WEB PAGE RATES

Banner Main Page	\$750
Tile Main Page	\$650
Banner All Other Pages	\$550
Tile All Other Pages	\$450
Jump Page	\$650
Listing on Underwriting Page	N/C*

Ø Rates are based on availability and are subject to change.

Ø * No Charge for listing if spots are bought

Ø Customized proposal are available .

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Thank you for your interest in becoming a partner with HoustonPBS. We look forward to discussing how HoustonPBS can help your business thrive!

Bill Graves

*Account Manager
HoustonPBS*

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