



Associate with a powerful legacy and respected brand: *Masterpiece Classic!*

One of but a handful of TV series worthy of the term “legend,” *Masterpiece* is a television icon. For more than 35 years, *Masterpiece* has enchanted and entranced viewers with its lavish historical dramas based on classic



Dame Judi Dench

literary works and starring such celebrated actors as Dame Judi Dench, Keira Knightley, Sir Ian McKellen and Colin Firth. Now, *Masterpiece* is making it even easier for fans to find their favorite period *Masterpiece* offerings by presenting them as a distinct season: *Masterpiece Classic*.

Coming in 2009: Dickens, Bronte and more!

In January 2009, *Masterpiece Classic* returns with a spectacular season filled with new films based on some of literature’s most beloved classics. A salute to Charles Dickens will include new productions of “*Oliver Twist*,” “*Little Dorrit*” and “*The Old Curiosity Shop*,” with mini-series based on “*Wuthering Heights*” and “*Tess of the D’Urbervilles*” rounding out the winter/spring offerings.



“*Oliver Twist*”

Align your company with excellence

Now, your company can capitalize on the primetime visibility and strong brand recognition enjoyed by *Masterpiece Classic* as a national sponsor of this popular series. As national sponsor, your company will associate itself with the quality and excellence for which *Masterpiece* is renowned while gaining priceless primetime exposure before the highly desirable PBS audience— the affluent, well-educated consumers your company wants to reach.

- AA HH rating: **1.9**
- Total weekly viewers P2+: **4,800,000**

Source: Projection based on performance of the 2008 *Masterpiece Classic* and the 2006/07 *Masterpiece Theater* season.

Tap into the series’ strong following

Masterpiece viewers are dedicated — the series is consistently ranked #1 in surveys of PBS members’ favorite programs!* And PBS viewers support sponsors of programs they love: They are more than twice as likely to buy products and services from a PBS sponsor than broadcast and cable viewers are to buy products or services from the advertisers on those networks.**

*PBS Retained, New & Lapsed Member 2007 National Survey

**Harris Interactive SGPTV 12/06 Attitudes and Sponsorship Favorability Study of 9,964 Adults

As national sponsor, enjoy visibility wherever *Masterpiece Classic* goes!

On-Air

- **High visibility:** Two 15-second spots per episode (17 broadcasts for a total of 34 spots)
- **Clutter-free:** Stand out in PBS's uncluttered broadcast environment, with far fewer non-programming minutes per hour than any of the commercial networks.
- **Category exclusivity:** National sponsorship is limited to three non-competing sponsors.
- **Maximum exposure:** *Masterpiece Classic* is available in 98% of all U.S. TV households. (A&E is available in just 85% and The History Channel 85%.)

Source: NTI via PBS Pocketpiece 1/08-5/08; Nielsen Cable Activity Report 1Q08

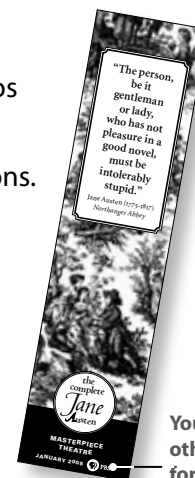
Off-Air

- **Masterpiece Web site:**
 - Your skyscraper ad on every page of the series web site.
 - Linked logo on the popular *Masterpiece* web site, which generates over 1.5 million page views per month.

Source: Visual Science 10/07-7/08

 - Credit in periodic e-newsletters as well as weekly e-mail blast sent to 26,000 viewers.
 - Your logo on the *Masterpiece Classic* season schedule (downloadable PDF)
- **YouTube:** Your logo on the end card of short promotional videos posted on YouTube.
- **Print tune-in ads:** Your logo on ads provided to local PBS stations.
- **Press visibility:** Acknowledgment in *Masterpiece Classic* press releases distributed to media outlets nationwide.
- **Bookmarks:** Your logo on bookmarks and PDF flyers distributed to independent booksellers.

Your skyscraper ad here on the *Masterpiece* Web site



Your logo on bookmarks and other promotional material for *Masterpiece Classic*

Contact Us

Public broadcasting leader WGBH produces one-third of PBS's primetime lineup, including such signature series as *American Experience*, *Antiques Roadshow*, *Frontline*, *Nova*, *Arthur*, *Between the Lions*, and *Curious George*. Sponsorship of *Masterpiece Classic* is offered exclusively by the **Sponsorship Group for Public Television** at WGBH Boston.

For more information on this or other PBS sponsorship opportunities, call Mike Nelson at 800.886.9364, e-mail mike_nelson@wgbh.org, or visit www.sgptv.org.