A Legacy of Quality and Trust

At Montana PBS, the characters and personalities we’ve put on-air have become some of the most recognizable and beloved icons of our culture. Our viewers believe in us and have integrated us into their lives. Through sponsorship, your business is becoming a part of this legacy. We have many ways of acknowledging your organization’s generous contribution and sharing your name with our audience.

🔗 Click here to watch video

On-Air Mentions

We offer many ways to schedule your underwriting mention on television. We can schedule your mention adjacent to a variety of program titles, or in the “run-of-schedule” (during a chosen portion of the day, but not adjacent to a specific program).

Popular Series

These placements will expose your mention to the largest audience and associate your organization with our most beloved titles.

$120 per program episode (either intro or outro)
$200 per program episode (both intro and outro)

Local Programs
- Backroads of Montana
- MTPBS Reports: IMPACT
- Montana Ag Live
- 11th & Grant

National Favorites
- Antiques Roadshow
- PBS NewsHour
- Nature
- NOVA
- Masterpiece

Niche Series

These placements will expose your mention to more focused audiences with specialized tastes and interests. They are an excellent option for craft- and lifestyle-oriented businesses, budget-conscious organizations, and non-profits.

$90 per program episode (either intro or outro)
$150 per program episode (both intro and outro)

Workout Programs
- Austin City Limits
- Motor Week
- Washington Week
- Amanpour
- Firing Line

Children’s Program Series

These placements allow your organization to sponsor one or more children’s programs of your choosing.

$50 per program episode (either intro or outro)
$80 per program episode (both intro and outro)

Run-of-Schedule Placement

Primetime: $90/mention
Children’s Programming: $50/mention
24hr KIDS Channel: $50/mention
All Other Placements: $70/mention

🔗 Click here to see sample spots

All contracts above $2,000 will include working with our team, should you want our services. We’ll begin with a 45-minute creative consultation to discuss editing of existing footage or stills, audio recording, design, animation and music licensing. Additional fees or a separate production contract may apply for extensive services.
Digital Mentions

We offer ways to acknowledge your organization through our social media channels and email blasts, exposing your organization to our more engaged and loyal members.

Social Media Mention
We will create a post thanking your organization that will go out to our followers on Facebook and Instagram and boost it so that it will be seen by more eyeballs. The longer the boost, the more exposure. You may also target specific audiences based on demographic, geographic, or interest information.

$200 per week of paid boosting

Reach
9.5K in weekly reach across Meta platforms
Core audience is 35 - 55

E-Newsletter Mention
We will acknowledge your organization in a blast to our Montana PBS Newsletter email list, either in the form of a banner ad included in our quarterly newsletter, or a stand-alone feature article of 500-700 words.

$125 per banner ad
$200 per feature article

Reach
56K Subscribers
Adding 1K+ monthly

Messaging Rules and Guidelines

Sponsorship is a great way for your organization to showcase your support of PBS values like integrity, education, and community enrichment, and to connect with a targeted audience in a trusted, brand-safe environment. That said, as a federally-funded public resource, we are required by the FCC to keep the language in our underwriting acknowledgements non-commercial. These are not ads and should not be thought of as such; they are our way of acknowledging and thanking your organization for your generous support. We therefore maintain the following rules and restrictions for allowable messaging:

- No calls to action
  “Come in today and take a test drive.”
- No superlative descriptions or qualitative claims
  “The most intelligent car ever built.”
- No direct comparisons
  “Better than McDonald's!”
- No price or value information
  “Only $160 a month!”

Partner with Montana PBS

Contact Jayne Robidou to begin the process.
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