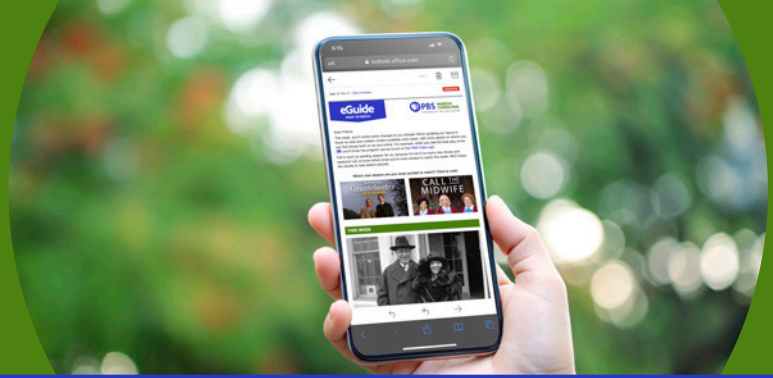


Digital Sponsorship Opportunities



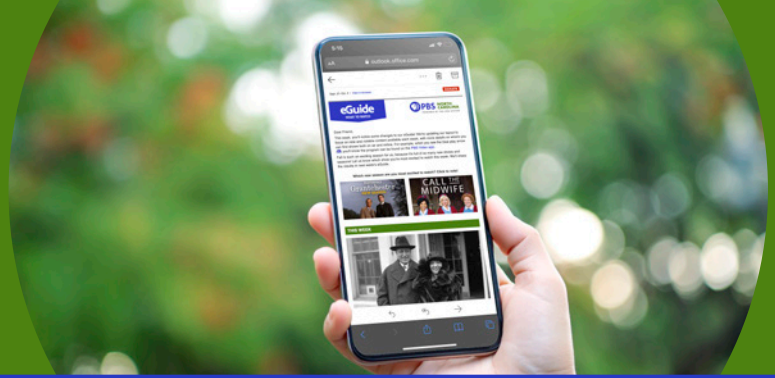
| | Platform Description | Circulation & Distribution/ Specs/Cost/Sample Link |
|--|---|---|
|  <p>PBS NC Website</p> | <p>PBS North Carolina's website provides information about favorite shows, behind-the-scenes blogs and easy ways to show support.</p> | <ul style="list-style-type: none"> • Avg. 244k views monthly from 73k unique visitors • Tile Ad: 300 x 250 px* • \$1,500 per month • pbsnc.org |
|  <p>PBS NC eGuide</p> | <p>This weekly newsletter features can't-miss national and local programs, upcoming events and more.</p> | <ul style="list-style-type: none"> • 124k subscribers, distributed weekly on Mondays • Leaderboard Banner: 600 x 75 px* Tile Ad (2 per email): 300 x 250 px* • Leaderboard: \$1,000, Tile: \$500 • wfly.co/s2K4R |
|  <p>Video Pre-roll</p> | <p>Advertise online with pre-roll at the front of many PBS North Carolina local programs.</p> | <ul style="list-style-type: none"> • 14,000+ impressions monthly, distributed within PBS North Carolina online video content • :10 to :15 seconds • \$250 per 5,000 Impressions |
|  <p>NEW Experience NC Newsletter</p> | <p>Published twice monthly, this newsletter celebrates stories from around our state. Enjoy content from popular PBS NC shows, including NC Weekend, The Key Ingredient with Sheri Castle and My Home, NC.</p> | <ul style="list-style-type: none"> • 16,000 subscribers, distributed monthly on the first & third Thursdays of each month • Leaderboard Banner: 600 x 75 px* Tile Ad (2 per email): 300 x 250 px* • Leaderboard: \$1,000, Tile: \$500 |
|  <p>Rootle Newsletter</p> | <p>Families of children ages two to eight won't want to miss this monthly note with the latest updates on Rootle, special events for kids, new programs, learning resources and more!</p> | <ul style="list-style-type: none"> • 5,000 subscribers, distributed monthly on the first Wednesday • Tile Ad (1 per email): 300 X 250 px* • \$500 per newsletter • wfly.co/u5OCm |

Digital Sponsorship Opportunities continue on next page...

* Display ads should be submitted in the following format: RGB, png or jpeg file, maximum 150 KB.

Contact your sales rep today! | For more information, call 1-866-779-0010 or email corpsupport@pbsnc.org

Digital Sponsorship Opportunities



Platform Description

Circulation & Distribution/ Specs/Cost/Sample Link



Sci NC Newsletter

Science lovers and science teachers will enjoy this twice-monthly look at North Carolina science stories and engaging lesson plans.

- Avg. 2,000 subscribers, distributed twice-monthly
- Tile Ad (1 per email): 300 X 250 px*
- \$500 per month
- wfly.co/ln8k7



Passport Newsletter

Receive monthly updates on this exclusive content library for members, including what's new, what's leaving and what shouldn't be missed!

- 7,500 subscribers, distributed monthly on the last Wednesday
- Tile Ad (1 per email): 300 X 250 px*
- \$500 per month
- wfly.co/Yq6p4

* Display ads should be submitted in the following format: RGB, png or jpeg file, maximum 150 KB.

Contact your sales rep today! | For more information, call 1-866-779-0010 or email corpssupport@pbsnc.org