

SIT AND BE FIT TELEVISION SERIES (on PBS) CO-BRANDING MEDIA BUYING OPPORTUNITY

3 YEAR EXCLUSIVE SPONSORSHIP-\$200,000

- An exclusive sponsor will be the only sponsor recognized.
- :30 seconds of sponsor recognition, split (2) :15 second spots, wrapped around open and close of:
40 new half-hour episodes
210 previously taped half-hour episodes
- 39,885 program runs =79,770 single sponsor spot airings in 3 year period.
- :30 second sponsor bed on all new home VHS and DVD products produced during 2-year production period.
- Sponsor brand feature in SABF promotional print materials; including but not limited to press kit, catalog brochures, newsletters, etc.
- Recognition of sponsor on website including link to sponsor website.
- Rights to first refusal for future SIT AND BE FIT programming.

Alternative Media Buying Opportunities

2 YEAR NON-EXCLUSIVE SPONSORSHIP-\$100,000

- 20 seconds of sponsor recognition, split (2) :10 second spots, wrapped around open and close of:
20 new half-hour episodes
210 previously taped half-hour episodes
- 26,590 program runs = 53,180 single sponsor spot airings.

2 YEAR NON-EXCLUSIVE SINGLE-SERIES SPONSORSHIP-\$30,000

- :20 seconds of sponsor recognition, split (2) :10 second spots, wrapped around the open and close of:
20 new half-hour episodes
- 9,336 program runs =18,672 single sponsor spot airings.

For information about media buying opportunities, contact Jeanine Gollnick at jeaninegollnick@sitandbefit.org.

Sponsor spots must adhere to PBS guidelines for underwriting. Instruction available through the PBS Red Book at: <http://www.pbs.org/producers/redbook/specs/index.html>