

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

[🔗 Click here see sample spots](#)

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
Sewing Programs
Cooking Programs
Painting Programs
British Comedies

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

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.

\$500 per week of paid boosting

Reach

9.5K in weekly reach across Meta platforms Core audience is 35 - 65+

E-Newsletter Mention

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

\$250 per banner ad

\$500 per feature article

Reach

56K+ Subscribers

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!"

No inducements to buy

"Six months free service after purchase."

No endorsements

"Recommended by 4-out-of-5 doctors."

No demonstrations of consumer satisfaction

"Hooked on phonics worked for me!"

Partner with Montana PBS

Contact Jayne Robidou to begin the process.
(406) 994-6684 • jayne.robidou@montanapbs.org