IMPACT ON

YOUR MESSAGE WILL BE NOTICED
more in an environment which has a fraction of the commercial time of the other stations.

TOTAL PRIME TIME NON-PROGRAMMING MINUTES PER HOUR

COVERING 22 COUNTIES

IMPACT
PBS HAS BY FAR THE FEWEST NON-PROGRAMMING MINUTES ON TELEVISION: AN AVERAGE OF 3:22 PER HOUR.

Compare that to the CBS broadcast prime average of 14:49, Discovery’s 16:04, and CNN’s 15:10. In this jungle of clutter, PBS is a virtual oasis where your corporate message stands out.