



**SESAME STREET** ...the recipient of 85 Emmys, engages children with its unique blend of excitement, humor, and compassion. Sesame Street helps children learn and grow in a constantly changing, continually challenging environment. Every segment, every song, and every story is designed to educate young viewers about a specific lesson - and every year the curriculum focus changes to address the current educational needs of children.

### You Will Receive:

- 1 spot EVERY day      5 days/week      20 spots/month
- 70% of respondents in a PBS commissioned study agreed that PBS is a trusted place for children to watch television.
- 52% of parents with children under 12 surveyed have made a purchase decision based on a company's good works in a community.
- Production of television spot is FREE!
- Company name and hyperlink listed on WVIA Sponsor Webpage
- You will receive 1 on 1 Customer Service from an experienced WVIA Sponsor Associate

