

**Promote Your Brand With a  
Discounted Rate On The Texas  
PBS Television Network and We  
Will Renew  
Your GO TEXAN  
Membership Free!**



**GO TEXAN.**

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## Texas PBS (Public Broadcasting Service)

For the first time, Texas businesses and organizations have a way to reach 95 percent of homes throughout the state.

- **Quality Audience**

By including Texas PBS in your marketing campaign, you send a message of quality to a broad audience of decision-makers and community leaders-**an audience that will be more likely to choose you.**

No other station or broadcast network is capable of helping you establish brand trust in this way.

- **What We Can Do For You**

We will get your message in front of an audience that is the envy of the industry. **Our viewers are brand loyal, affluent, educated, and eclectic.** They are leaders of our communities.

We restrict the amount of advertising in our programs; thereby ensuring **your message stands out.** It will not get lost in the clutter.

- **Building Brand Awareness**

If you want to build your brand, inform the public about a product or service, and create an association with **one of the most trusted institutions in this country**, contact us.

We'll be happy to design a customized campaign to achieve your goals.



**GO TEXAN.**

*“A partnership with Texas PBS brings your product exposure to one of the most trusted brands in the country. Aligning your Texas-based product with Texas PBS connects you to a loyal audience which is more likely to choose locally produced products!”*

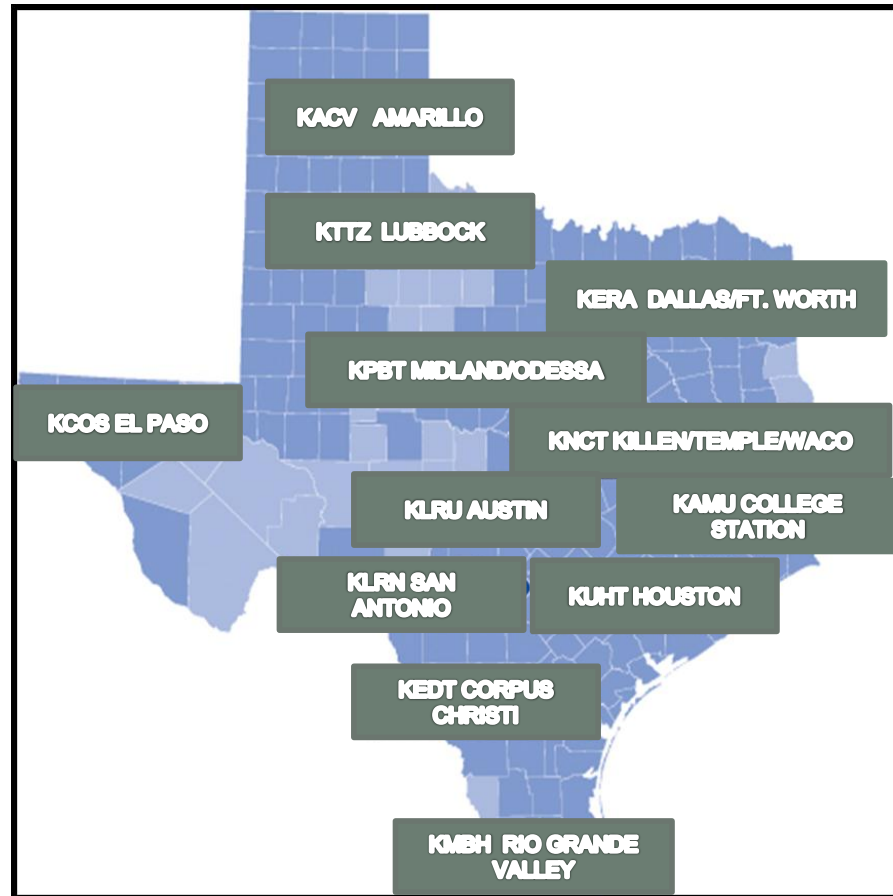
# Texas PBS

**One State!  
One Stop!**

**Choose your Markets  
Or Cover the State.**



**GO TEXAN.**



# Target Your Sponsorship Message

An  
Audience as  
Diverse as  
The State it  
Serves!



**GO TEXAN.**



Single Male/Female.  
Active. Dining Out. Foodie.



Married. No children. Age  
of Acquisition. Date Night.



Married. 2 children. Dinner  
Parties. Landscaping.



Empty Nesters. Hobbyists  
Dining Out. Vacation home



# Texas PBS

## Pick The Programming That's Right For You



### Food/Wine

Mexico One Plate At a Time

Lidia's Italy in America

Simply Ming

John Besh's New Orleans

Cooking with Confidence

America's Test Kitchen

### Gardening/DIY

Ask This Old House

It's Sew Easy

Central Texas Gardener

Woodsmith Shop

Sewing with Nancy

Growing Bolder

Rick Steves' Europe

### Young Adult

Austin City Limits

Daytripper

Globe Trekker

Downton Abbey

Sherlock Holmes

Daytime Kid Shows  
For Mom's w/  
Children at home

Independent Lens

### Mature Adult

Newshour

BBC News America

Nightly Business Report

Wall Street Week

Front Line

American Experience

Antique Roadshow



**GO TEXAN.**

# Sample GO TEXAN Discount Sponsorship Package/Basic Commercial Production Included

Food Wine Rotation/8 weeks/:15 Second Sponsorships

Market	Rate	#Sponsorships	Net Investment
Amarillo	\$30	2 per week/16 Total	\$480
Austin	\$75		\$1,200
College Station	\$40		\$640
Corpus Christi	\$70		\$1,120
Dallas	\$125		\$2,000
El Paso	\$50		\$800
Houston	\$130		\$2,080
Lubbock	\$40		\$640
Midland/Odessa	\$45		\$720
Rio Grande alley	\$50		\$800
San Antonio	\$125		\$2,000
Temple/Killeen	\$50		\$800

**SAMPLE ONLY—All RATES GROSS. RATES VARY BASED ON AVAILABILITY—PACKAGES MAY BE PURCHASED BY MARKET OR FOR THE ENTIRE STATE--CALL FOR DETAILS.**