

Digital Sponsorship Opportunities



Featured Opportunities

Newsletter Product	Frequency	Size
Events Leaderboard	Monthly	600x75 px
Events Tile	Monthly	300x250 px
eGuide Leaderboard	Every Monday	600x75 px
eGuide Tile	Every Monday	300x250 px
Experience NC Leaderboard	1st and 3rd Thursday of the month	300x250 px
Experience NC Tile	1st and 3rd Thursday of the month	300x250 px
Passport Tile	Last Wednesday of the month	300x250 px
Rootle Tile	1st Wednesday of the Month	300x250 px
Sci NC Tile	Twice a Month	300x250 px
Seasonal Tile	Twice a Year	300x250 px

Digital Sponsorship Opportunities Continues on Next Page...

Contact your sales rep today! | For More Information call 1-866-779-0010 or email corpsupport@pbsnc.org

Digital Sponsorship Opportunities



Website Product	Frequency	Size
Home Page Tile	Monthly	300 x 250 px
Schedule Page Banner	Monthly	728x90 and 320x50 px
Schedule Page Tile	Monthly	300x250 px
<u>Watch Page Tile</u>	Monthly	300x250 px
Science Blog Tile	Monthly	300x250 px
What to Watch Blog Tile	Monthly	300x250 px

Video Product	Frequency	Length
Video on Demand, National	Monthly	:15 seconds
Video on Demand, National/Targeted	Monthly	:15 seconds
Video Pre-Roll, Local	Monthly	:15 seconds
PBS Kids 24/7 Livestream	Monthly	:15 seconds

Digital Sponsorship Opportunities Continues on Next Page...

[More Info On Our Digital Ads Here!](#)

Digital Sponsorship Opportunities



Digital Product	Specifications	Size	Submission Timeline	Example
Website/Blog Tile	RGB, .png, .jpeg - max size: 150 KB	300 x 250 px	Two Weeks Before The First of the Month	<u>Web Tile</u>
Website Banner	RGB, .png, .jpeg - max size: 150 kb	728x90 and 320x50 px	Two Weeks Before the end of the Month	<u>Web Banner</u>
Newsletter Tile	RGB, .png, .jpeg - max size: 150 KB	300x250 px	Two Weeks Before Air Date	<u>Newsletter Tile</u>
Newsletter Banner	RGB, .png, .jpeg - max size: 150 kb	600x75 px	Two Weeks before Air Date	<u>Newsletter Banner</u>
Streaming Video	.mov, .mp4, Quicktime, DropBox, And other video hosting links to deliver video are acceptable	Minimum: 1920 x 1080. High Quality Videos ONLY. High Quality images and audio. :15 and :30 second videos. 25-word scripts.	Four Weeks Before Air Date. Editors need time to edit the spots if necessary.	<u>Video Examples</u>

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