



"All Creatures Great & Small" Season 2

## Don't miss out on an exciting new season of MASTERPIECE

MASTERPIECE returns with even more drama in 2022. Viewers will be captivated once again by the second seasons of "All Creatures Great and Small," "Sanditon" and "Miss Scarlet & The Duke," and fall in love for the first time with an impressive line-up of new favorites including "Around the World in 80 Days," "Ridley Road," "Magpie Murders," "Tom Jones," and so much more! Each week, MASTERPIECE delivers its signature brand of sophisticated drama that captivates a large and loyal audience. Experience the power of a PBS sponsorship and become a corporate sponsor of this award-winning series in 2022.



## Partner with PBS's crown jewel

A sponsorship of MASTERPIECE surrounds your brand with this highly respected PBS legacy — on-air, online, on the podcast, and more! Your company's message will air in each episode of MASTERPIECE, connecting your brand with the valuable PBS audience – sophisticated and affluent viewers that are hard to reach elsewhere. Online, sponsors are immersed in MASTERPIECE's deep library of digital content, which includes full episodes, sneak peeks, behind-the-scenes interviews and weekly tune-in newsletters, further enforcing your brand's alignment.

The MASTERPIECE *Studio* podcast lets fans experience what they love best about MASTERPIECE — incredible storytelling, inspired acting, and great craftsmanship — on the go and on demand. Each podcast episode gives listeners access to the amazing talent in front of and behind the camera, with intimate conversations and surprising personal stories. Sponsorship of MASTERPIECE *Studio* is reserved exclusively for MASTERPIECE broadcast sponsors.

### MASTERPIECE by the Numbers

- HH rating: **9PM 1.6 | 8, 9 & 10PM 1.5**
- Weekly viewers P2+: **3,310,000\*\***
- Average monthly page views: **4.9M**
- Average monthly video streams: **2.6M**
- *Masterpiece* is available in **98%** of all U.S. TV households

Source: NTI Live+7 Nielsen National NPOWER, 10/19-9/20 | TRAC Media Services 10/19-9/20 | Google Analytics, 10/19-9/20 | \*\* Weekly Reach Su 8p-11p

## Reach fans with a MASTERPIECE multi-faceted sponsorship\*

### LINEAR TV

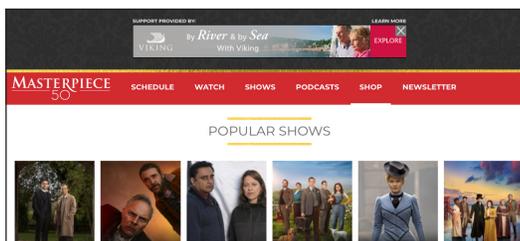
#### Uncluttered and category-exclusive

- Two 15- or 30-second spots per broadcast, at open and close of each episode
- Each sponsor pod is 60 seconds maximum, and sponsors own their category

### DIGITAL

#### Premium digital environment

- **Pre-roll video on PBS.org, PBS App, and OTT devices**
  - 15- or 30-second pre-roll spots in streaming video
- **MASTERPIECE website on PBS.org**
  - Display banners throughout the series website
  - Linked logos throughout the series website
- **Emails**
  - Acknowledgment in tune-in e-newsletter
  - Opportunity to leverage select MASTERPIECE content in sponsor's own e-newsletter
- **Social media**
  - Engagement on social media platforms



### PROMOTIONS AND PRODUCTS

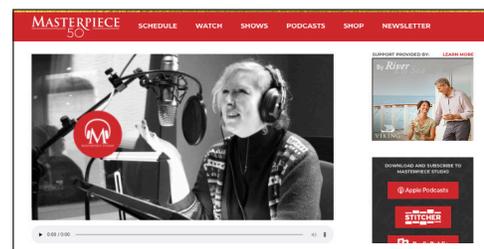
#### Extend brand association

- **Events**
  - Brand exposure at cast events and screenings nationwide, including recognition on invitations and in clip reel
  - Be our guest at high profile awards (if series is nominated), cast events in NYC, and more
  - Logo seen by thousands of fans at station screening events nationwide
- **Press visibility:** Acknowledgment in all WGBH-generated MASTERPIECE publicity materials
- **DVDs:** Visibility on select DVD products created during the sponsorship term, including logo on packaging

### PODCASTS

#### More Incredible Storytelling

- **15- or 30-second host read sponsor messages inserted in MASTERPIECE Studio podcast content**
  - Sponsors receive pre-roll or mid-roll position



\*Benefits may vary based on availability and investment level.

## Contact us

The **Sponsorship Group for Public Television** represents the best sponsorships on PBS, with national inventory from GBH Boston and other quality public media content across all genres. For more information on this or other PBS sponsorship opportunities, contact the Sponsorship Group for Public Television at 800.886.9364, email [SGPTV@wgbh.org](mailto:SGPTV@wgbh.org) or visit [SGPTV.org](http://SGPTV.org).