

NHPTV SPONSORSHIP RATES

Broadcast rates, times, classifications are subject to change



Primetime (M-F 7:30-11:30PM; Sa/Su 2:00 PM -12 AM)

		One :15 spot/wk	Two :15 spot/wk	One :30 spot/wk	Two :30spot/wk
	13 weeks	\$ 1,625	\$ 3,250	\$ 2,600	\$ 5,200
:15 spot/\$125	26 weeks	\$ 3,250	\$ 6,500	\$ 5,200	\$ 10,400
:30 spot/\$200	52 weeks	\$ 6,500	\$ 13,000	\$ 10,400	\$ 20,800

Primetime Premium (Program Specific)

		One :15 spot/wk	Two :15 spot/wk	One :30 spot/wk	Two :30spot/wk
	13 weeks	\$ 1,950	\$ 3,900	\$ 2,925	\$ 5,850
:15 spot/\$150	26 weeks	\$ 3,900	\$ 7,800	\$ 5,850	\$ 11,700
:30 spot/\$225	52 weeks	\$ 7,800	\$ 15,600	\$ 11,700	\$ 23,400

Public Affairs/How To (M-F 6:30-8:00 PM; Sa/Su 9:00 AM- 2:00 PM)

		One :15 spot/wk	Two :15 spot/wk	One :30 spot/wk	Two :30spot/wk
	13 weeks	\$ 1,430	\$ 2,860	\$ 2,340	\$ 4,680
:15 spot/\$110	26 weeks	\$ 2,860	\$ 5,720	\$ 4,680	\$ 9,360
:30 spot/\$180	52 weeks	\$ 5,720	\$ 11,440	\$ 9,360	\$ 18,720

Primetime Children's (M-F 7:00-10:00 AM and 4:00-6:00 PM)

		One :15 spot/wk	Two :15 spot/wk	One :30 spot/wk	Two :30spot/wk
	13 weeks	\$ 910	\$ 1,820	\$ 1,300	\$ 2,600
:15 spot/\$70	26 weeks	\$ 1,820	\$ 3,640	\$ 2,600	\$ 5,200
:30 spot/\$100	52 weeks	\$ 3,640	\$ 7,280	\$ 5,200	\$ 10,400

Children's/Adult Midday (M-F 10:00-4:00 PM; Sa/Su 6:00-9:00 AM)

		One :15 spot/wk	Two :15 spot/wk	One :30 spot/wk	Two :30spot/wk
	13 weeks	\$ 650	\$ 1,300	\$ 1,040	\$ 2,080
:15 spot/\$50	26 weeks	\$ 1,300	\$ 2,600	\$ 2,080	\$ 4,160
:30 spot/\$80	52 weeks	\$ 2,600	\$ 5,200	\$ 4,160	\$ 8,320

Fringe (M-F 11:30 PM-7:00 AM; Sa/Su 12 Midnight-6:00 AM)

		One :15 spot/wk	Two :15 spot/wk	One :30 spot/wk	Two :30spot/wk
	13 weeks	\$ 585	\$ 1,170	\$ 910	\$ 1,820
:15 spot/\$45	26 weeks	\$ 1,170	\$ 2,340	\$ 1,820	\$ 3,640
:30 spot/\$70	52 weeks	\$ 2,340	\$ 4,680	\$ 3,640	\$ 7,280

4/2012

NEW HAMPSHIRE PUBLIC TELEVISION

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DIGITAL CHANNELS || Durham, 34 Pittsburg, 48 Littleton, 49 Keene, 50 Hanover ANALOG 26 Colebrook

