

ANTIQUES ROADSHOW



*That teapot from Aunt Ethel.
A stack of baseball cards.
Ever wonder if they're worth
anything? Visit ANTIQUES
ROADSHOW to find out!*

ANTIQUES ROADSHOW
Mondays at 7 pm
Repeats Thursdays at 8 pm
on Basin PBS

**With Outstanding
Local Support & Visibility**
As a local sponsor of this program,
you will receive:

- **On-air credit**
- **Web link**
- **Local media placement**
- **Event opportunities**

Nationally, **ANTIQUES
ROADSHOW** reaches 5.3 million
households each week*.

*Source: NTI Pocketpiece, 2006-07 Season

Specialists from the country's leading auction houses and independent dealers from across the nation travel throughout the United States offering free appraisals of antiques and collectibles. **ANTIQUES ROADSHOW** cameras watch as owners recount tales of family heirlooms, yard sale bargains and long-neglected items salvaged from attics and basements, while experts reveal the fascinating truths about these finds. The five-time Emmy-award nominated series is in its 13th season in 2009.

www.pbs.org/antiquesroadshow

A Key Icon Series on PBS

In addition to Basin PBS' local programming promotional efforts, PBS has created a national marketing plan to promote **ANTIQUES ROADSHOW** on-air, online, and in selected local markets. The dynamic series companion Web site provides visitors with tips of the trade and highlights from previous shows. These promotional efforts will drive viewers to Basin PBS and basinpbs.org, where they will see your local credit.

National Sponsors Bring Added Exposure

Liberty Mutual and Subaru have signed on as sponsors for **ANTIQUES ROADSHOW**, helping to make the PBS national marketing plan more effective. As the national sponsors of **ANTIQUES ROADSHOW**, these companies provide funding and promotional support for the program on its Web site and through other media outlets.



Ready to hit the road?

Contact:
Daphne Dowdy Jackson
432.563.5728
sponsorship@basinpbs.org

\$6000

60 minutes

Mondays and Thursdays

52 weeks



be
more

