






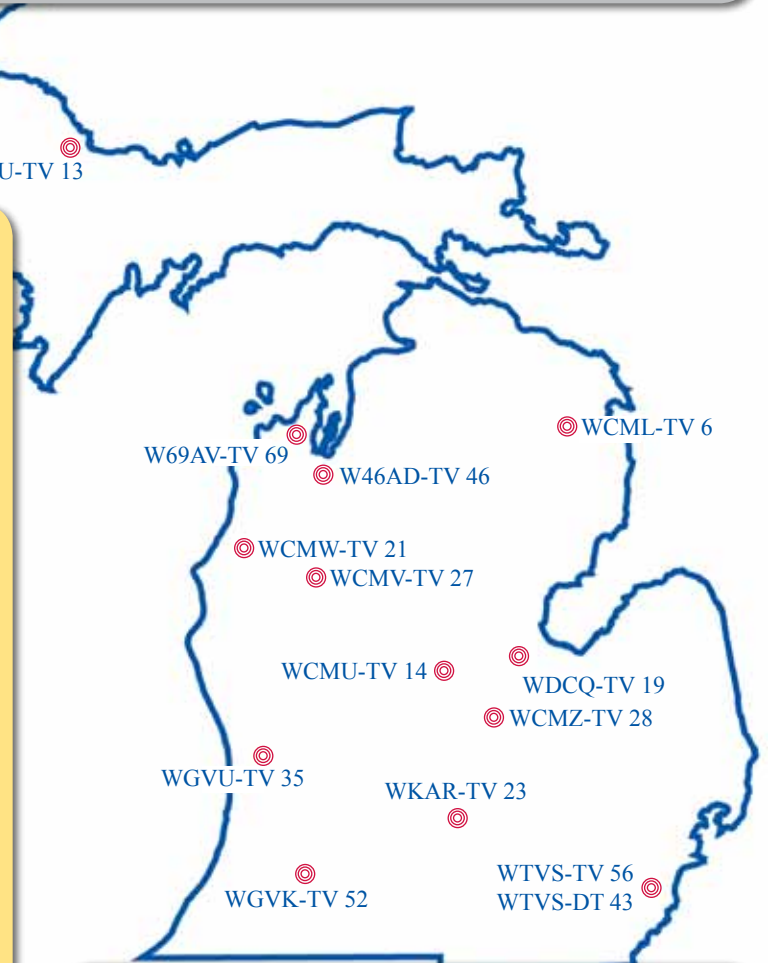
Target Your Market with Michigan Public Television

MAPB





WNMU-TV 13

Providing **TARGETED** Statewide Coverage

-  The **15 public television stations** throughout Michigan have **1.75 million** viewing households each week. Source: November 2001 Nielsen
-  Ability to target specific audiences with unique programming: childrens, drama, public affairs, business, science, outdoor, how-to performance and nature.
-  The PBS viewer is generally upscale, with a household income of over \$75,000 and is more likely to be a college graduate or post-college graduate. Source: 2001 Doublebase MRI
-  Public television earned a 1.8 primetime rating during Fall 2004. The audience is larger than almost every other cable network, with an audience more than twice the size of Discovery and the History Channel, and more than six times as large as Bravo. Source: Nielsen Television Index (10/03-09/04)
-  Sponsorship messages stand out in an uncluttered environment.



Viewers Agree about Public Television

-  PBS programming is "educational" and "entertaining"
-  PBS is "a valuable national resource"
-  PBS is a trusted place for kids to watch TV
-  Viewers consider PBS sponsors to be industry leaders

Source: TRC, 2000 PBS Image Tracking Study, Oct. 2000

Contact Your Local Public Television Station For More Information

Central Michigan Public Broadcasting

(989) 774-3105
 WCMU-TV 14, Mt. Pleasant
 WCML-TV 6, Alpena
 WCMV-TV 27, Cadillac
 WCMW-TV 21, Manistee
 WCMZ-TV 28, Flint
 W69AV-TV 69, Leland
 W46AD-TV 46, Traverse City

Detroit Public Television

(248) 305-3788
 WTVS-TV 56, Detroit
 WTVS-DT 43, Detroit

Northern Michigan Public Broadcasting

(906) 227-1300
 WNMU-TV 13, Marquette

Delta College Public Broadcasting

(989) 686-9362
 WDCQ-TV 19, Midland

WGUV-AM/FM/TV

(616) 331-6666
 WGUV-TV 35, Grand Rapids
 WGVK-TV 52, Kalamazoo

Michigan State University Public Broadcasting

(517) 432-9527
 WKAR-TV 23, East Lansing