

## Mississippi Public Broadcasting

### Television Rate Card

*Cost per mention is based on the number of times aired. Each mention is :15 seconds.*

**ROS rate for television M-F, 5-10p, is \$65.00**

DAY	TIME	PROGRAMS (CHILDREN)	1	2	3
Tues-Sun	6:00a - 6:30a	Classical Stretch (S,TU,W,TH,FRI,SA) Farmweek (M)	55	65	75
Mon-Fri	6:30a-7:00a	Between the Lions	65	75	85
Mon-Fri	7:00a-8:00a	Curious George/Sid the Science Kid	65	75	85
Mon-Fri	8:00a-9:00a	Super Why!/Dinosaur Train	65	75	85
Mon-Fri	9:00a-10:00a	Sesame Street	85	95	105
Mon-Fri	10:00a-11:00a	Clifford the Big Red Dog/WordWorld	65	75	85
Mon-Fri	11:00a-12:00n	Super Why!/Between the Lions	85	95	105
Mon-Fri	12:00n-1:00p	It's a Big, Big World/Barney & Friends	125	135	155
Mon-Fri	1:00p-2:00p	Caillou/Dinosaur Train	65	75	85
Mon-Fri	2:00p-3:00p	Curious George/Martha Speaks	85	95	105
Mon-Fri	3:00p-4:00p	Arthur/WordGirl	65	75	85
Mon-Fri	4:00p-5:00p	The Electric Company/Fetch! With Ruff Ruffman	65	75	85
Mon-Fri	5:00p-5:30p	Maya & Miguel	65	75	85
Day	Time	NEWS			
Mon-Fri	5:30p-6:00p	Nightly Business Report	125	135	145
Mon-Fri	6:00p-7:00p	The NewsHour with Jim Lehrer	125	135	145
Day	Time	Prime Time			
Mon	7:00p	Antiques Roadshow	100	125	150
Mon	8:00p	Great Performances	75	85	95
Tues	7:00p	Nova	75	85	95
Tues	8:00p	Frontline	75	85	95
Wed	7:00p	Wired Science	75	85	95
Wed	8:00p	American Masters	75	85	95
Thurs	7:00p-8:00p	Mississippi Roads/ Mississippi Outdoors	100	125	150
Thurs	8:00p	Writers	75	85	95
Fri	7:00p-8:00p	Washington Week, Now	100	125	150
Fri	8:00p-9:00p	Bill Moyers Journal	75	85	95
Fri	9:00p-10:00p	Unnatural Causes	50	60	70
Sat	7:00p-8:00p	Lawrence Welk	125	150	175
Sat	8:00p-9:00p	Keeping up Appearances, As Time Goes By	125	150	175
Sat	9:00p-10:00p	Yes, Prime Minister	50	60	70
Sun	7:00p-10:00p	Nature, Masterpiece Theatre	50	60	70
Sun	10:00p-12:00a	Globe Trekker/Austin City Limits	50	60	70
Day	Time	Late Fringe			
M-F	10:00p-10:30p	BBC World News	50	60	70
M-F	10:30p-11:00p	Tavis Smiley	50	60	70
M-F	11:00p-12:00a	Charlie Rose	50	60	70
Sat	10:00p-11:30p	Austin City Limits	40	50	60
Sun	10:00p-11:00p	Globetrekker	40	50	60
Sun	11:00p-12:00a	Austin City Limits	40	50	50
Day	Time	Weekend			
Sat	6:30a-7:00a	Sid the Science Kid	65	75	85
Sat	7:00a-8:00a	Super Why!/Dinosaur Train	65	75	85
Sat	8:00a-9:00a	Thomas and Friends/Bob the Builder	65	75	85
Sat	9:00a-10:00a	Curious George/Between the Lions	75	85	95
Sat	10:00a-11:00a	Mr. Rogers Neighborhood/Arthur	75	85	95

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Sat	11:00a-12:00n	Dragonfly TV/Wishbone	65	75	85
Sat	12:00n-1:00p	Super Why!/WordGirl	40	50	60
Sat	1:00p-2:00p	Fons & Porter's Quilting/Knit & Crochet	40	50	60
Sat	2:00p-3:00p	P. Allen Smith/The Victory Garden	60	70	80
Sat	3:00p-4:00p	Joy of Painting/Terry Madden's Watercolor	40	50	60
Sat	4:00p-5:00p	Motorweek/Woodturning Workshop	40	50	60
Sat	5:00p-6:00p	Ask this Old House, This Old House	40	50	60
Sat	6:00p-7:00p	Mississippi Outdoors, Farmweek	125	135	145
<b>Day</b>	<b>Time</b>	<b>Weekend</b>			
Sun	6:30a-7:00a	Classical Stretch/Sid the Science Kid	65	75	85
Sun	7:00a-8:00a	SuperWhy/Dinosaur Train	85	95	105
Sun	8:00a-8:30a	Clifford the Big Red Dog	85	95	105
Sun	8:30a-9:00a	Martha Speaks	85	95	105
Sun	9:00a-9:30a	Arthur	75	85	95
Sun	9:30a-10:00a	WordGirl	65	75	85
Sun	10:00a-10:30a	The Electric Company	50	60	70
Sun	10:30a-11:00a	Fetch! With Ruff Ruffman	50	60	70
Sun	11:00a-12:00n	Cyberchase/Maya & Miguel	50	60	70
Sun	12:00n-12:30p	Nick Stellino's Family Kitchen	75	85	95
Sun	12:30p-1:00p	America's Test Kitchen from Cook's Illustrated	75	85	95
Sun	1:00p-2:00p	Health Sense/The McLaughlin Group	75	85	95
Sun	2:00p-2:30p	Inside Washington	50	60	70
Sun	2:30p-3:00p	To the Contrary with Bonnie Erbe	50	60	70
Sun	3:00p-3:30p	Foreign Exchange	50	60	70
Sun	3:30p-4:00p	European Journal	50	60	70
Sun	4:00p-4:30p	Religion & Ethics Newsweekly	50	60	70
Sun	4:30p-5:00p	Passport to Adventure	50	60	70
Sun	5:00p-5:30p	Rick Steves' Europe Classic	50	60	70
Sun	5:30p-6:00p	Mississippi Roads	75	85	95
Sun	6:00p-7:00p	Antiques Roadshow	75	85	95
<b>1-50 mentions: Grid 3</b>					
<b>50-100 mentions: Grid 2</b>					
<b>Over 100 mentions: Grid 1</b>					
<i>(Must run in a single contract)</i>					