



APT Non-Profit Rate Card: As of June 2010							
<u>Daypart</u>	<u>Time Period</u>	<u>Spot Length</u>	<u>Price per Spot</u> <u>Net to Station</u>	<u>Spot Type</u>			
Primetime: Mon-Sun	7pm-11pm	:15	\$100.00	ROS			
	(Antiques Road Show, Austin City Limits ,Masterpiece Theatre, Britcoms, NOVA ,Nature)	:15	\$150.00	Adjacency			
		:15	\$200.00	Program Sponsor			
Daytime: Monday - Friday	7am- 7pm	:15	\$75.00	ROS			
	(PBS Kids programming / News & Public Affairs)	:15	\$100.00	Program Sponsor			
Saturday & Sunday morning	7am-Noon	:15	\$50.00	ROS			
	(PBS Kids programs: Curious George, Sesame Street, Electric Company, Word World, Word Girl, Martha Speaks, Super Why Arthur & Dragon Tales)	:15	\$100.00	Program Sponsor			
Daytime: Weekend Sat. & Sunday	Noon-7pm	:15	\$50.00	ROS			
	(Weekend How-to's: Cooking , Sewing, Home Improvement & Gardening, Lawrence Welk, etc)	:15	\$75.00	Adjacency			
		:15	\$100.00	Program Sponsor			
Overnight:	11pm-7am	:15	\$50.00	ROS			
	<i>GED Connection /Replays of Prime</i>						
Notes:	**No overnight Sunday night						

1. For specific program sponsorship positions, rate may be negotiable with a 52 week contract commitment