

Penn State Sports



Give your business a winning season with Penn State sports.

WPSU-TV produces sports programming and broadcasts sporting events that reach a large built-in fan base of alumni and local supporters.

Sports underwriting opportunities on WPSU-TV include:

- Lady Lion Basketball
- Nittany Lion Basketball
- Penn State Football Story
- Penn State Gymnastics
- Penn State Hoops
- Penn State Men's Volleyball
- Penn State Women's Volleyball
- Penn State Wrestling

Score for your business with Penn State athletics and the WPSU-TV team:

- Strong community interest in Penn State athletics offers underwriters high viewership.
- Built-in alumni fan base in the broadcast region.
- High visibility, with the greatest broadcast reach in the state—twenty-nine counties, reaching more than 530,000 households.
- Markets your brand in an environment free of commercial clutter.
- No other commercial or cable broadcasters in this region offer WPSU-TV's distinctive lineup of programming: news, business, and public affairs; children's; science and technology; how-to and cooking; and arts and culture.



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DELIVERING

Audiences That Matter

- 79%** of PBS viewers have Internet access
- 76%** of PBS viewers own their homes
- 75%** of PBS viewers will buy a product from a company they trust, even if it is slightly more expensive
- 75%** of PBS viewers have major credit cards
- MORE THAN 70%** of PBS viewers make purchases based on quality, not price
- 57%** of PBS viewers voted in the past 12 months
- MORE THAN 50%** of PBS viewers have household incomes of \$50,000 or more
- 40%** of PBS viewers intend to purchase a car in the next year

Source: Doublebase Mediamark Research Inc. (2005)

Contact

Available spots are limited. Contact **Ashear Barr** to learn how you can enhance your company's image by underwriting with WPSU.

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PENNSTATE



WPSU-TV WPSU-FM Educational Services Creative Services Media Sales

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