About NOVA

*Wednesdays, 9/8c*

NOVA is the most-watched primetime science series on American television, reaching an average of five million viewers weekly. Now in its fourth decade of production, the series remains committed to producing in-depth science programming in the form of one-hour documentaries and long-form mini-series, from the latest breakthroughs in technology to the deepest mysteries of the natural world. NOVA is one of television's most acclaimed series, having won every major television award, most of them many times over.
Why Sponsor?

Public television viewers are affluent, educated, highly influential, and engaged in shaping the policies and supporting the institutions that affect their communities. And PBS is the most trusted, nationally known institution, so our sponsor messages have a unique impact, creating credibility for our sponsors. In fact, NOVA was rated on of the most credible and most objective weekly series by these opinion leaders. By sponsoring NOVA and accessing WHRO’s audience, you will heighten awareness of your brand with engaged citizens, business leaders and legislators. WHRO is unique; we can make your message stand out with a targeted, influential audience that is pre-disposed to supporting our sponsors.

CONTACT: Diane Rogic, Director of Corporate Support
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DON'T LET YOUR MESSAGE GET BURIED!
WITH OVER 15 TIMES FEWER SPOTS THAN COMMERCIAL AND BROADCAST TV,
YOUR MESSAGE STANDS OUT ON PBS!

COMPARE NOVA ON PBS TO MODERN FAMILY AND BLACKISH ON ABC

2:15 Program Open
.15 Cancer Treatment Centers of America
.30 Major donors, Foundations, and Viewers like you

3:00 Total Break

3:15 Total Break

ABC Modern Family

3:15 Total Break

ABC Modern Family

3:30 Total Break

ABC Modern Family

3:30 Total Break

ABC Modern Family

3:45 Total Break

ABC Blackish

4:00 Total Break

ABC Modern Family

4:15 Total Break

ABC Modern Family

4:30 Total Break

ABC Blackish

4:45 Local Funding Sponsors/Promo

30 Next time on NOVA
.15 Funding provided by Cancer Treatment Centers of America
.30 Major donors, Foundations, and Viewers like you

2:16 Total Break

ABC Modern Family

2:30 Total Break

ABC Modern Family

2:45 Total Break

ABC Blackish

3:00 Total Break

ABC Modern Family

3:15 Total Break

ABC Modern Family

3:30 Total Break

ABC Blackish

3:45 Total Break

ABC Blackish

4:00 Total Break

ABC Modern Family

4:15 Total Break

ABC Modern Family

4:30 Total Break

ABC Blackish

4:45 Local Funding Sponsors/Promo