

2009 PREMIERE SEASON UNDERWRITER BENEFITS

Underwriters are fully integrated strategic and marketing partners with the series producers. We will collaborate with our underwriters, the 354 PBS member stations, Ogden Publications and leading green organizations to bring significant added value to the venture.

UNDERWRITING SPONSORSHIP PACKAGES

- There are three levels of sponsorship (all rates net):
 - \$375,000 Sponsor receives:
 - 1) a 15-second spot before and after each of the season's 13 episodes, and
 - 2) all below benefits.
 - \$750,000 Sponsor receives:
 - 1) a 30-second spot before and after each of the season's 13 episodes, and
 - 2) all below benefits.
 - \$1,500,000 Sponsor is:
 - 1) the sole corporate underwriter
 - 2) receives a 30-second spot before and after each of the season's 13 episodes, and
 - 3) all below benefits.

Public Television Broadcast and Off-Air

- There are a maximum of four sponsoring underwriters.
- Sponsor's spot is an integral part of the show for all public TV airdates and DVD distribution.
- Sponsors enjoy category exclusivity in the uncluttered, credible PBS environment.
- First right of refusal for sponsorship of series specials and spin-offs.
- Participation in planned tie-ins with local PBS stations, with opportunities for in-store workshops, on-air distribution of pledge premiums and conference sponsorships.
- Significant exposure during public television programmer and media conferences.
- Recognition on outgoing communications to program viewers and online visitors.

Ogden Magazines

| OGDEN BONUS FULL-COLOR AD PAGES | 1/4 PROGRAM (\$375K) | | | 1/2 PROGRAM (\$750K) | | | SOLE UNDERWRITER (\$1.5MM) | | |
|------------------------------------|----------------------|-------------------|----------------------|----------------------|-------------------|----------------------|----------------------------|-------------------|----------------------|
| | Pages | 12x Rate | TOTAL | Pages | 24x Rate | TOTAL | Pages | 30x Rate | TOTAL |
| Natural Home magazine | 6 | \$ 5,440.00 | \$ 32,640.00 | 12 | \$ 4,800.00 | \$ 57,600.00 | 24 | \$ 4,160.00 | \$ 99,840.00 |
| Mother Earth News | 4 | \$ 23,501.00 | \$ 94,004.00 | 8 | \$ 20,736.00 | \$ 165,888.00 | 16 | \$ 17,971.00 | \$ 287,536.00 |
| Utne Reader | 3 | \$ 9,350.00 | \$ 28,050.00 | 6 | \$ 8,250.00 | \$ 49,500.00 | 12 | \$ 7,150.00 | \$ 85,800.00 |
| | 13 | Valued at: | \$ 154,694.00 | 26 | Valued at: | \$ 272,988.00 | 52 | Valued at: | \$ 473,176.00 |

- Your logo and sponsorship recognition on magazines' series advertising campaign.

Websites and Streaming Video

- Season-long advertising and product features with links to your corporate site on four program-related websites: NaturalHomeLiving.com, NaturalHomeMagazine.com, MotherEarthNews.com. and MotherEarthLiving.com.
- Podcasts and streaming video of the full program will include underwriter spots.

Home Video

- Underwriter's corporate logo included on series DVD package.
- Option for your long-form commercial message on series DVD.
- Option for a customized DVD, based on series content, that could be offered as a gift with purchase or sold in stores.
- Specialized video, adapted from series content, could be shown in retail outlets.

