

The background of the entire page is a silhouette of a biplane flying against a vibrant sunset sky. The sky transitions from a deep orange at the bottom to a lighter, more yellowish-orange at the top. The biplane is positioned on the left side, with its wings extending across the middle of the frame. The tail section is visible on the left, and the landing gear is partially visible at the bottom left. The overall mood is nostalgic and adventurous.

# THE AVIATORS

SEASON THREE

## 2012 MEDIA KIT

WIDESPREAD - TARGETED - AFFORDABLE  
TELEVISION ADVERTISING

[WWW.THEAVIATORS.TV](http://WWW.THEAVIATORS.TV)



# THE AVIATORS

***A Proven Hit...  
Across the Country...  
& Around the World***

The Aviators has proven itself to be a phenomenal success. Episodes of The Aviators have been broadcast more than a whopping 20,000 times to an audience of over 9 million viewers in hundreds of markets across the United States. The Aviators is also an incredible international hit already airing on four continents.



United States



Canada



Overseas



& Hulu Plus



Top 10 Download

Production enhancements and a change to a first-tier distributor in season two have resulted in continued growth and an increase in the number of broadcast markets and viewers both within the United States and globally.

## ***Interesting Facts About The Aviators***

- ✓ The Aviators is broadcast on over 250 PBS affiliates reaching over 81% of U.S. TV households. As a point of comparison, this is equal to PBS' own network news hour and is virtually unheard of for an independent production.
- ✓ The Aviators has a weekly U.S. viewership of 9,336,337 according to Nielsen. This is expected to grow to 10,269,971 for season two and does not include international broadcasts nor online viewing.
- ✓ Episodes of The Aviators have so far collectively aired over 20,000 times on TV in the U.S. alone.
- ✓ In 25 years, our new first-tier PBS distributor has never received so many requests for subsequent seasons of an independent production as they have for The Aviators.
- ✓ The Aviators receives absolutely NO funding from PBS, the Corporation for Public Broadcasting, or any PBS station. We are entirely funded by the support of companies like yours and revenues from international distribution and DVD sales.
- ✓ The Aviators website generates an average of over 2 million hits each month and episodes and previews of The Aviators have been viewed online hundreds of thousands of times.

*Television advertising to a  
targeted audience of millions  
for as little as \$ 1.91 per airing  
(no, you didn't read that wrong!)*



## ***Finally, a TV Ad Campaign for EVERY Budget***

You may not have considered television in the past for a number of reasons: there's never been such a directly relevant program before; reach and viewership have never been as impressive; costs were anything but affordable. But with The Aviators, these are barriers no longer!

The Aviators has the unique and proven ability to present your company's brand to millions of targeted and demographically attractive viewers, all passionate about aviation... for as little as the price of a cup of coffee.

At long last the time has come for your company to advertise on television. Quite simply, how can you afford NOT to?

## ***Your Advertising Choices Made Easy***

PBS allows for a one-minute pod at the beginning and end of each episode for ads referred to as "underwriting tags." Tags may be a maximum of 15 seconds long and are intended to show to the viewer a message from the companies or organizations that helped make the show possible. At the full 15-second length, there can only be 4 of these tags.

Ad Length

**5, 10, or 15 seconds**

Ad Frequency

**1 episode**

**3 episodes**

**6 episodes**

**Full season**

Opportunities also exist for product placement, brand integration, and a dedicated segment on The Aviators.

*Thanks to our existing sponsors*



## *A Few of the Many Comments from Our Viewers*

*"I just watched the program... I had always wanted (dreamed) to fly and when a gentleman being interviewed said "Just do it!" I decided to enroll in ground school."*

*"The broadcast was just stunning!  
Enjoyed every minute!"*

*"Your show has helped my affinity for aviation to resurface. It's crafted perfectly for non-aviators, helping them to see that it's never too late to consider taking up flying. It truly feels like a show meant for people just like me."*

*"Nicely done. I enjoyed it very much.  
Informative AND entertaining."*

*"Just watched in full 16:9 HD.  
Just downright, stand still gorgeous."*

*"The only person that seems to love your show more than me is our 4 year old son. He stays glued the whole time."*

*"Very well done! It has the right combination of information that pilots will find interesting, but won't leave non-pilots in the dark. Keep it coming!"*

*"Fantastically original! You guys have a unique visual-approach to aviation-related subjects. I hope you're carrying enough fuel on board because, your flight is going to be a long one."*

**"Thank you for bringing general aviation back to the public."**

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FOURPOINTS TELEVISION PRODUCTIONS  
1-877 -77- FLY-TV / 1-877-773-5988  
ADVERTISING@THEAVIATORS.TV

WWW.THEAVIATORS.TV