

NETA PROGRAMMING

Program Distribution • Producer Support • Program Engagement • Promotion

Sponsorship Messages

ZINZI will be distributed nationally to public television by **The National Educational Telecommunications Association (NETA)**, a public media affiliate organization that serves public television member stations across the country.

The film will be made **available for stations to air** at their discretion for **unlimited runs during a three-year contract period** and offers **Sponsorship messages embedded into the top and end of the film.**

Sponsorship message lengths can be **15 seconds, 10 seconds, or 5 seconds** – for example, one 15 second spot runs at the beginning of the program, and the same 15 second spot runs at the end of the program. **ZINZI** runs twenty-six minutes, which leaves 26 minutes between the Sponsorship messages.

What differentiates public television from the rest of the media landscape is its focus on education. **NETA supports our member stations** in developing the capacity **to deliver educational content and services for lifelong learning.**

The **limited number of Sponsorship messages further fosters trust and positive perception among viewers**, with that **halo effect extending to brands that sponsor public television programs.**

Thanks to this **viewer group's higher amount of discretionary income** and the low-clutter environment of public television, your organization or brand is likely to **receive a higher ROI** on your **Sponsorship messages** than you would on commercial stations.

Our marketing team will work with your organization to design your **Sponsorship messages.**

Contact Producer Phyllis MacBryde [at pm@zinzimedia.com](mailto:pm@zinzimedia.com)