KCTS 9 reaches 35.2% of all adults 18+ in the Seattle/Tacoma Market – more than Seattle’s major daily newspaper, and more than all other local public media combined.

- **2.1M** weekly TV viewers
- **1.6M** annual web visitors
- **59K** Facebook followers
- **81.5K** Twitter followers
- **148K** e-news subscribers
- **48.8K** e-blast recipients
## DEMOGRAPHIC PROFILE

**KCTS9**

2.1 million weekly TV viewers

<table>
<thead>
<tr>
<th>Category</th>
<th>Count 1</th>
<th>Count 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AGE</strong></td>
<td>400K / 1.7M</td>
<td>18-49 years (19%) / 50+ years (81%)</td>
</tr>
<tr>
<td><strong>GENDER</strong></td>
<td>57% / 43%</td>
<td>Female / Male</td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
<td>882K / 504K</td>
<td>College Grads / Post-Grads</td>
</tr>
<tr>
<td><strong>HOME OWNERSHIP</strong></td>
<td>1.5M</td>
<td>Homeowners</td>
</tr>
<tr>
<td><strong>INCOME</strong></td>
<td>630K</td>
<td>More then $100K/Year</td>
</tr>
<tr>
<td><strong>LEADERSHIP</strong></td>
<td>147K</td>
<td>In Leadership Positions</td>
</tr>
<tr>
<td><strong>PHILANTHROPY</strong></td>
<td>378K</td>
<td>Give to 3 or More Charities Annually</td>
</tr>
<tr>
<td><strong>EVENT ATTENDANCE</strong></td>
<td>1.05M</td>
<td>Attended a Live Event in the Last Year</td>
</tr>
</tbody>
</table>
PBS NewsHour is the most trusted television source for news and public affairs programs. Underwriting with PBS NewsHour ensures your brand reaches a highly influential and educated audience each week. Schedules are customizable to meet the individual needs of your company.

*Source: 2020 PBS National Survey

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### Television Rates

<table>
<thead>
<tr>
<th>Day-Part</th>
<th>Open Rate per Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Prime</strong></td>
<td></td>
</tr>
</tbody>
</table>
| Monday–Sunday 8pm–11pm | Rotation Rate: $350  
 Fixed Rate: $595 |
| **Prime Access** |                       |
| Monday–Sunday 7pm–8 pm | Fixed Rate: $325 |
| **News Hour**  
**Nightly Business**  
**Report/BBC World**  
**News/Business/PBS Newshour** |                       |
| Monday–Friday 5pm–7pm, 11pm | Rotation Rate: $200  
 Fixed Rate: $250 |
| **PBS Kids Programs** |                       |
| **Daytime Prime**  
**Time/Cooking/British Drama** |                       |
| Monday–Friday 12pm–5pm | Fixed Rate: $100 |
| **Weekend Daytime** |                       |
| Saturday, Sunday 6am–10:30am | $100  
 $150  
 $100 |
| Saturday 10:30am–6pm  
 Sunday 6am–6pm |                       |
| **Late Night/Early Morning** |                       |
| Monday–Sunday 12am–5am | Rotation or Fixed: $55 |
# Digital Rates

<table>
<thead>
<tr>
<th>Name</th>
<th>Size (px)</th>
<th>KCTS 9</th>
<th>CROSSCUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Ad Unit (20% share of voice)</td>
<td></td>
<td>$500 each</td>
<td>$600 each</td>
</tr>
<tr>
<td>Additional Shares</td>
<td></td>
<td>$500 each</td>
<td>$600 each</td>
</tr>
<tr>
<td>Dedicated E-Blast</td>
<td></td>
<td>$3,000 (per E-blast)</td>
<td>$1,000 (per E-blast)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name</th>
<th>Size (px)</th>
<th>KCTS 9</th>
<th>CROSSCUT</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Rectangle</td>
<td>300 x 250</td>
<td>🔶</td>
<td>🔶</td>
</tr>
<tr>
<td>B. Tower</td>
<td>300 x 600</td>
<td>🔶</td>
<td>🔶</td>
</tr>
<tr>
<td>C. Super Leaderboard</td>
<td>970 x 90</td>
<td>🔶</td>
<td>🔶</td>
</tr>
<tr>
<td>D. Mobile Leaderboard</td>
<td>320 x 50</td>
<td>🔶</td>
<td>🔶</td>
</tr>
<tr>
<td>E. E-News</td>
<td>255 x 255</td>
<td>🔶</td>
<td></td>
</tr>
</tbody>
</table>
Sponsored Content

Sponsored content allows sponsors to tell a richer story or communicate a more complex point of view. Cascade Public Media will work with a sponsor to develop a compelling article and video that reaches Crosscut’s and KCTS 9’s educated, influential audience. There are many ways to direct Cascade Public Media’s viewers and visitors to sponsored content, including email, social media and broadcast. All sponsored content is clearly labeled.
KCTS 9 - E-NEWS
Limited to once per week

Weekly highlights of our most promising new shows from PBS (American Experience, NOVA, Nature, Masterpiece, Frontline, POV, Independent Lens, American Masters, Antiques Roadshow, new pledge programs, etc.); plus KCTS 9 local stories (Borders and Heritage, Mossback’s Northwest, etc.); and events (e.g. Ken Burns screenings).

Most Popular Links: Previews, especially history, science, music, drama and current events; local events; recipes.

Subscriber Count
Members, donors, and viewers

148,000

TELLYGRAM
Sent Thursdays at 11:30 a.m.

British (and Australian) programming
(drama, mysteries, etc.)

Most popular links: Masterpiece previews and extras; other British and Australian programs such as Father Brown and Call the Midwife; The Great British Baking Show; events that relate to British programming (e.g., Downton Abbey party); recipes.

Pricing
• Ad size is 255 x 255 pixels
• These two newsletters are sold as a package
• Sponsor ads will appear in each E-Newsletter in the same week
• Four ad units available per week

$500 per week
MEMBER DISCOUNT E-BLAST
Limited to once per week

Dedicated to one sponsor. The E-Blast must contain a member benefit offer such as discounts on tickets.

Subscriber Count

48,000

Pricing

$3,000 per send

Heiner Goebbels: Surrogate Cities
April 25 & 26, 2019

Ludovic Morill, conductor | Jocelyn B. Smith, vocals | David MacAllister, vocals | Heiner Goebbels, lighting design | Michael Twomey, sound design

Exclusive for KCTS 9 and Crosscut members: 15% off all tickets!
Use promo code: CROSSCUT

Replicating the clanging sounds of life, Surrogate Cities studies the meaning of a modern metropolis—its people, power structures and its place in a changing world. This multimedia extravaganza by German composer and theater artist Heiner Goebbels is both organic and structured, a blur of human and machine-made sounds enhanced with striking visual effects. With the world premiere of a new movement dedicated to Seattle, this timely performance offers surprising new angles of self-reflection in a one-of-a-kind musical experience.

For questions and ticketing information, call the Seattle Symphony at (206) 215-4747.

This special offer to KCTS 9 and Crosscut members is brought to you by select corporate sponsors of KCTS 9 and Crosscut. Your email address is never sold or traded, and we thank you for the opportunity to send you these special member discount and ticket email.
Creative Production Services

Piranha Partners produces efficient, engaging video tailored to the needs and budgets of most businesses and/or non-profit organizations. Organizations employ Piranha to create spots, social media posts, event evites, in-program content and annual reports designed to motivate customers to act, align stakeholders on mission and inspire supporters to engage more deeply. Piranha is a division of Cascade Public Media. Find creative examples at www.piranha.org.

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