



## MISSION/ABOUT US

Our mission at **Cascade Public Media** is to inspire a smarter world. This mission is based on the belief that a more informed and engaged community makes the world a better place.

Expanding community participation through great public media content on-air, online and through year-round community events, we help the people of the Northwest learn, grow and make a difference.

Advertising with Cascade Public Media positions your organization in front of hundreds of thousands of engaged, civic-minded community members who care about and influence the Pacific Northwest region. Reaching over 5 million people, Cascade Public Media is able to introduce your company to a loyal, affluent, highly educated and influential audience.



## DEMOGRAPHIC PROFILE



Broadcast / Digital / Social

*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.*



TELEVISION

**1.9M**

Weekly TV viewers



WEB

**1.2M**

Annual web visitors



FACEBOOK

**59K**

Followers



TWITTER

**80K**

Followers



ENEWS

**130K**

Subscribers



E-BLAST

**48.4K**

Recipients

## DEMOGRAPHIC PROFILE



2.1 million weekly TV viewers



AGE

**400K / 1.7M**

18-49 years (19%) / 50+ years (81%)



GENDER

**57% / 43%**

Female / Male



EDUCATION

**882K / 504K**

College Grads / Post-Grads



HOME OWNERSHIP

**1.5M**

Homeowners



INCOME

**630K**

More than \$100K/Year



LEADERSHIP

**147K**

In Leadership Positions



PHILANTHROPY

**378K**

Give to 3 or More Charities Annually



EVENT ATTENDANCE

**1.05M**

Attended a Live Event in the Last Year

## DEMOGRAPHIC PROFILE

# Crosscut.



N/A



5.1M

Annual web visitors



33K

Followers



34K

Followers



77K

Subscribers



48.4K

Subscribers

DEMOGRAPHIC PROFILE

# Crosscut.

5.1 million annual web visitors



AGE

**3.1M / 2M**

18-49 years (61%) / 50+ years (39%)



GENDER

**51% / 49%**

Female / Male



EDUCATION

**2.4M / 1.4M**

College Grads / Post-Grads



REAL ESTATE

**17%**

More likely to be interested in residential real estate



INCOME

**2M**

More than \$100K/Year



BUSINESS

**220%**

More likely to be interested in business related content



PHILANTHROPY

**1.5M**

Give to 3 or More Charities Annually



ARTS & ENTERTAINMENT

**52%**

More likely to be interested in arts and entertainment content

REACH

# Coverage Maps

 Transmitter and Cable Coverage Area



REACH

# Crosscut Readership Density

- More than 1 million readers per year
- 40k-70k readers per year



Western Washington

## RATES

## Television Rates

Day-Part	Open Rate per Spot
<b>Prime</b>	
Monday–Sunday 8pm–11pm	Rotation Rate: \$350 Fixed Rate: \$500
<b>Prime Access</b>	
Monday–Sunday 7pm–8 pm	Fixed Rate: \$325
<b>News Hour Nightly Business Report/BBC World News/Business/PBS Newshour</b>	
Monday–Friday 5pm–7pm, 11pm	Rotation Rate: \$200 Fixed Rate: \$250
<b>PBS Kids Programs</b>	
<b>Daytime Prime Time/Cooking/British Drama</b>	Rotation Rate: \$100 Fixed Rate: \$125
Monday–Friday 12pm–5pm	Fixed Rate: \$100
<b>Weekend Daytime</b>	
Saturday, Sunday 6am–10:30am Saturday 10:30am–6pm Sunday 6am–6pm	Fixed Rates: \$100 \$150 \$100
<b>Late Night/Early Morning</b>	
Monday–Sunday 12am–5am	Rotation or Fixed: \$55

## PBS NewsHour

PBS 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.

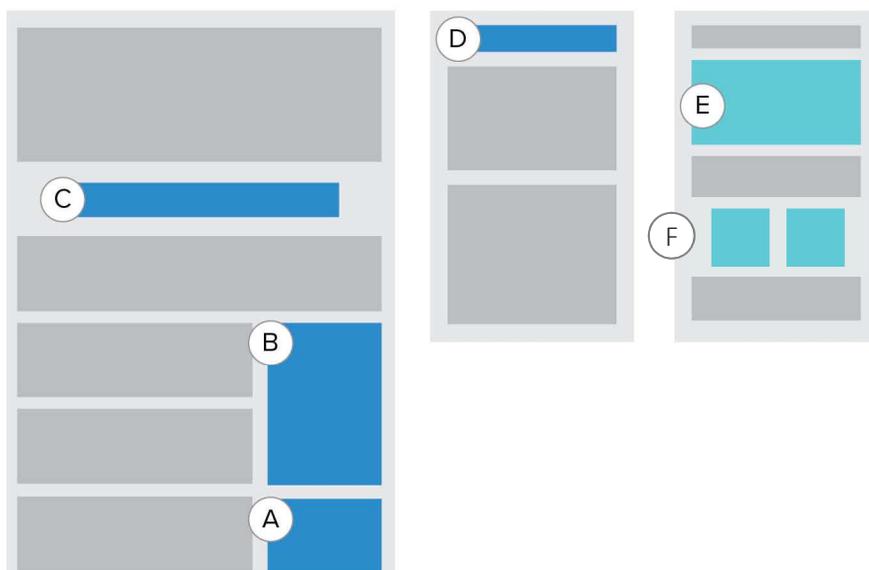
\*Source: 2020 M&RR Inc.

## RATES

Digital  
Rates

	KCTS 9	CROSSCUT
<b>Digital Ad Unit (20% share of voice)</b>	\$500 each	\$600 each
Additional Shares	\$500 each	\$600 each
<b>Dedicated Subscriber E-Blast</b>	\$2,500 (per E-blast)	

Name	Size (px)	KCTS 9	Crosscut
A. Rectangle	300 x 250	◆	◆
B. Tower	300 x 600		◆
C. Super Leaderboard	970 x 90	◆	◆
D. Mobile Leaderboard	320 x 50	◆	◆
E. Crosscut Arts E-News	600 x 400		◆
F. E-News	255 x 255	◆	◆



# SPONSORED CONTENT

## 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.

**Crosscut.** Politics Culture Equity Environment Opinion **SEARCH** Q ...

**SPONSORED CONTENT**

**Cruise terminals spark clean energy projects**

Written by David Cox  
Presented by Port of Seattle

**C** When the Port of Seattle kicked off plans to develop a new cruise ship facility on the Seattle waterfront, it was faced with a challenge. Port leaders knew from more than a decade of experience at Terminal 91 that connecting docked cruise ships to clean, landside electrical power while they un-load and re-load the ship helps protect air quality and reduce harmful emissions.

But traditional efforts to link additional berths like Pier 66 and the future Terminal 46 berth to city-owned electrical grids with sufficient power would require tearing up roads and waterfront to lay cables.

The Port of Seattle has long prioritized protecting the environment, with the goal to reduce greenhouse gases and be carbon neutral by 2050. With a commitment to clean energy and a growing opportunity to expand the cruise industry in Seattle, project leaders went back to the drawing board in their search for a cost-effective alternative.

A recent feasibility study showed that placing a submarine cable starting at Terminal 46 - essentially a large waterproof extension cord - could successfully bring clean energy to the Pier 66 terminal at a fraction of the cost of cables buried under city streets.

Submarine cables, which are electrical cables laid on subsea, brought cost-effective, clean energy solutions to many other parts of the world facing similar challenges. One local example is Ocean Power and Light Co.'s installation of 13,000 feet of submarine cable between Lopez and San Juan Islands in 2017.

**The history of cruising in Seattle**

Seattle has been welcoming the cruise ship industry on a home port for 50 years. Cruise itineraries between Seattle and Alaska began in May 2000 with a long-term commitment from Norwegian Cruise Line. Seattle's cruise business has grown every year since. Each home port stop contributes an average of \$4.2 million to the state's economy and supports more than 5,500 jobs, according to the Port's 2019 Economic Impact of Cruise Study by Community Attributes.

"In two decades, cruise ships went from being a summertime novelty to supplying nearly \$500 million in annual economic activity," said Port of Seattle Commissioner Stephen Bauman. "Those communities that are here - and even hundreds of miles away - benefit from cruises through tourism spending and by selling Washington beer, wine, and food to cruise companies."

There's an abiding commitment to safeguarding the environment in Seattle. It's the only home port in North America with a voluntary clean water agreement with the cruise lines and regulators. Beyond compliance, the Port also works closely with the industry to minimize the air quality impacts of cruise ship exhaust. As a result, greenhouse gas emissions and diesel pollution from overnight vessels visiting the Port of Seattle, including cruise ships, have decreased by more than 20 percent and 62 percent respectively over the past 10 years, according to an emissions study by the Puget Sound Maritime Air Forum.

The Holland America Group, including Princess Cruises and Holland America Line, was instrumental in establishing shore power for cruise ships in Seattle in 2004 at the former Terminal 20 cruise facility.

**A day in the life of a cruise ship**

Each time a cruise ship docks in Seattle, it takes an average of 10 hours to offload guests, load provisions, welcome new guests on board and prepare for its next departure. Last year, ships at Terminal 91, for example, spent nearly 300 hours at dock while its passengers enjoyed the city.

While the ships are at berth, they still need energy to run lights, chill food, operate equipment, and power myriad other onboard services. Berths without electrical options use fuel-powered engines to keep the ships operating. At Terminal 91, many ships instead connect to shore power via an oversized electrical plug. An average cruise ship plugging into shore power at Terminal 91 saves the greenhouse gas equivalent of a typical car driving 20 road trips from Seattle to New York, according to the Port.

The Port of Seattle was the first home port in North America to offer shore power at two berths. "We look beyond what the regulations require and embrace a commitment to be the most environmentally progressive home port in North America," Spelman said. Case in point: The electrical shore power system put in place at Terminal 91 in 2009 has since been replicated at other ports around the world.

The long-time success of shore power at Terminal 91 is the reason the Port is excited about bringing electrical power to existing and future cruise ship berths. While landside delivery of electrical power to the existing Pier 66 could require placement of large duct banks and vaults under nearby streets, the proposed submarine cable placement alternative would reduce the cost and eliminate the disruption of street right-of-way.

Laying approximately a mile of underwater cable would likely take less than a week, compared with months required to install duct banks, vaults, and cables in street right-of-way, according to Port Project Manager Fred Chou. The power supply to this submarine cable is envisioned to connect to the city grid at the same location as the proposed shore power service for Terminal 46. There will be shore power connectivity for shore-power-capable cruise ships at four cruise vessel berths once the Pier 66 and Terminal 46 projects are complete.

**Crosscut.** Politics Culture Equity Environment Opinion **DONATE** Q ...

**SPONSORED CONTENT**

**Cruise terminals spark clean energy projects**

Presented by Port of Seattle

When the Port of Seattle kicked off plans to develop a new cruise ship facility on the Seattle waterfront, it was faced with a challenge.

Port leaders knew from more than a decade of experience at Terminal 91 that connecting docked cruise ships to clean, landside electrical power while they un-load and re-load the ship helps protect air quality reduce harmful emissions.

But traditional efforts to link additional berths like Pier 66 and the future Terminal 46 berth to city-owned electrical grids with sufficient power would require tearing up roads and waterfront to lay cables.

The Port of Seattle has long prioritized protecting the environment, with the goal to reduce greenhouse gases and be carbon neutral by 2050. With a commitment to clean energy and a growing opportunity to

## UNDERWRITING/VIDEO SERIES AND PODCAST

### **Video Series:**

Underwriting a Crosscut video series supports coverage for important local issues like mental health, climate change, and Northwest history in our community. Episodes are published on our website, newsletters, social media feeds, and aired on KCTS 9 television. As an underwriter, your message stays with each episode providing both depth and reach with both Crosscut and KCTS9's audience.

### **Podcast Series:**

Crosscut's coverage is at the center of our most important issues in the Puget Sound Region and the Crosscut podcast series is no different. Message to our young, loyal audience of audiophiles as we dive into conversations with politicians, authors, journalists and many other influential guests. Our podcast series are throughout the year and offer a valuable, civically-engaged audience to an underwriter.

Talk to your AM about rates.



## CROSSCUT FESTIVAL

Six days of thought-provoking conversations and innovative thinking, tackling the most important issues of our times. Journalists, politicians, authors, and newsmakers from our community and around the nation come together to take a hard look at the people, policy and events that shape our lives. Sponsorship available; talk to your Account Manager.



# Crosscut. FESTIVAL

MAY 3-8, 2021

► [crosscut.com/festival](https://crosscut.com/festival) ◀

▲▲ A Cascade Public Media Event Experience

## Daily Newsletter Sent daily, Monday–Friday

The daily newsletter features a list of links to our latest stories in politics, environment, culture and equity currently on Crosscut. It also includes a handful of stories from other outlets that Crosscut editors find interesting.

### Subscriber Count

# 15,665

### Pricing

There are two ad units (255 x 255 pixels) in each Crosscut Daily E-News. Your ad will appear every day in the E-News for one week.

# \$500

per week

[View this email as a web page](#)

## Crosscut.

Feb 25, 2019

### The Big Stories

**Snowpocalypse left Seattle a gift and it's potholes**  
by David Kroman

Calls for street repairs are up dramatically, but fixes won't come quickly... [Read more](#)

**'It's not fair': City evicts immigrant shop owner from SeaTac Market**  
by Lilly Fowler

The family says this is retaliation for fighting redevelopment, while the City of SeaTac contends the owner hasn't paid rent on time...[Read more](#)

*Advertisement*

LIVE @ BEVA ROYA HALL  
MARCH 11  
MAX RAABE & PALAST ORCHESTER: DREAM A LITTLE DREAM  
[BUY TICKETS >](#)

**In Washington state, it's expensive to make tampons cheaper**  
by Melissa Santos

Many Washington lawmakers would like to get rid of the state's sales tax on feminine hygiene products. The question is how to pay for it...[Read more](#)

**Seattle's got a plan to keep low-income residents in their neighborhoods**  
by Josh Cohen

One policy gives priority access to new affordable housing. Another requires developers to replace units they tear down...[Read more](#)

**Can we define political centrism before it becomes meaningless?**  
by Knute Berger

The middle ground in American politics today really needs some defining...[Read more](#)

### What we're reading and listening to

Howard Schultz didn't vote on latest Seattle school levies ([Seattle Times](#))

Pramila Jayapal: meet Congress's activist insider ([Vox](#))

With spring training underway, one Seattle fan reflects on a season lost before it even started ([The Inlander](#))

How race and education are shaping ideology in the Democratic party ([Brookings Institute](#))

Fashion while female: Seattle responds to #MeToo and Trump ([KUOW](#))

### What articles are you reading? [Send us links!](#)

*Advertisement*

SATURDAY UNIVERSITY LECTURE SERIES  
SATURDAYS  
JAN 19 - MAR 9, 10 AM  
Roots of Culture:  
Essential Plants of Asia  
S.M THEATRE

**Thanks for reading through our daily newsletter. Forward this to your friends ... Or, if someone forwarded this to you, [subscribe here.](#)**

[f](#) [t](#) [g+](#)

[Donate](#) | [Update Subscriptions](#)

Crosscut | 401 Mercer St | Seattle | WA | 98109  
[editor@crosscut.com](mailto:editor@crosscut.com) | 800.937.5287  
 ©2019 Cascade Public Media | [Privacy Policy](#)

\*Donations made to Cascade Public Media are tax-deductible to the extent allowed by law. Cascade Public Media, which includes KCTS 9, Crosscut.com, and Spark Public, is registered under RCW 19.09. You may contact the Washington Secretary of State at 800.332.4483 or visit [son.wa.gov/charities](http://son.wa.gov/charities) for more information.

## Weekly E-News Sent each Sunday

A roundup of the week's top stories on Crosscut.com

### Subscriber Count

# 42,606

### Pricing

There are three ad units (255 x 255 pixels) in each Crosscut Weekly E-News

# \$400

per week

What Jay Inslee can learn from former Sen. Henry M. "Scoop" Jackson, who mounted his own presidential run....[Read more](#)

Advertisement



### This week in science and the environment



#### A space pioneer charts a course for future astronauts

by Sarah Hoffman

Seeing few astronauts who looked like himself, Livingston L. Holder, Jr. helps young scientists of color see their faces in STEM careers...[Read more](#)

#### When Seattle cared more about coal than climate change

by Stephen Hegg & Knute Berger

**Mossback's Northwest:** Today we fight it, but generations ago the city thrived on it...[Read more](#)

#### HIV isn't cured yet — but Seattle scientists are close

by Niki Stojnic

News of a second cured HIV patient broke in Seattle this week. But Fred Hutch has been making its own significant progress...[Read more](#)

Advertisement



### This week in arts & culture



Grunge lives on in a new South Lake Union tower

## Arts & Culture

At Crosscut, we strive to keep you in-the-know on local happenings — and that includes cultural goings-on. The arts and culture newsletter reaches a highly targeted reader. Each week it provides updates on everything from literary festivals to dance performances to visual art stars, and connects you with captivating stories about local artists and other news shaping the culture of our city.

### Subscriber Count

# 11,031

### Pricing

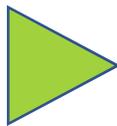
The newsletter is sent once per week and contains two separate ad units.

# \$500

per week for featured content space  
*(see specifications to the right)*

# \$300

per week for 255x255



## Crosscut. Arts & Culture

Feb 22, 2019

Do not be alarmed by those sinister little snowflakes that have reappeared on your weather app. They aren't real, just pixels. Focus instead on the awesome art all around us. I'm arts writer [Brangien Davis](#) with this week's culture fix.

### Time to get your Oscar on!



*BAO will screen at the 2019 Oscar Nominated Shorts at SIFF. (Photo courtesy of SHORTSTV)*

Oscar Sunday is this weekend, and the award for most mercurial performance goes to the motion picture Academy itself! For announcing (and rescinding) a new "most popular movie" category, for announcing (and rescinding) a plan to present four awards during the commercials, and for the host/no-host drama. With this kind of last-minute shuffling, something weird is bound to happen during the live broadcast. Consider watching it on the big screen at the black-tie and truffle-popcorn [Century Ballroom Viewing Party](#), with irreverent hosts Waxie Moon and Rebecca Mmmm Davis. The venue's old-school glamour is the perfect setting for silver screen antics (and schadenfreude). Feb. 24 at 4:30 p.m. \$15-\$95. 21 and older.

### Featured Content Specifications

- 600x400 image:** The image should not contain any copy or text.
- Title:** Short and succinct, with a max of 10 words
- Ad copy/Description:** A short description of the promotion. Due to limited space, the recommended length is around 20 words.
- Link:** The URL you would like to use for your advertisement. Both the image and the 'Learn more' text will be linked.

ADVERTISEMENT\*



### 20th Annual Arts in Nature Festival

This year's Arts in Nature Festival is FREE to attend! Join 50+ local artists in family-friendly fun at Seattle's only campground. [Learn more](#)

### 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

# 99,357

### 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

### SUBSCRIBER BENEFIT E-BLAST

Limited to once per week

The E-Blast is a dedicated email that reaches a combined KCTS 9 and Crosscut audience. Must contain a member benefit offer such as discounts on tickets.

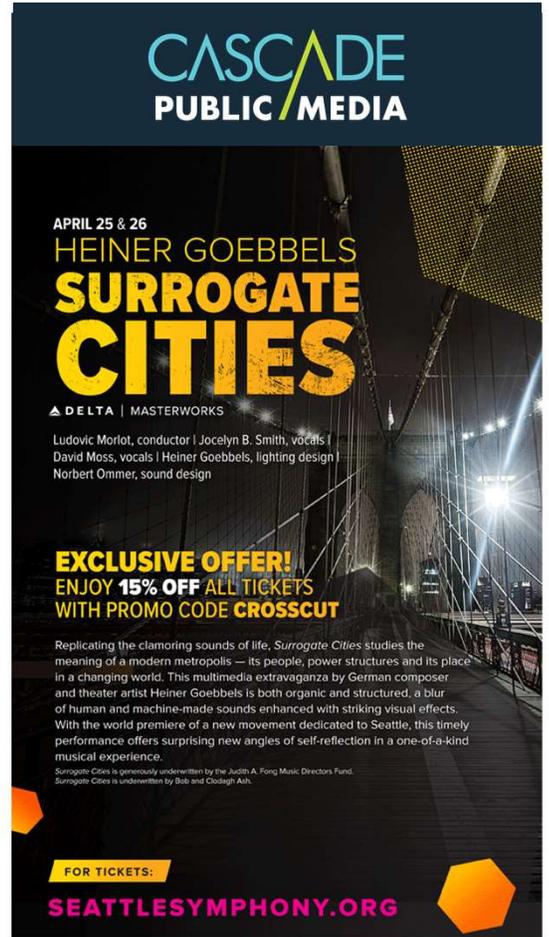
#### Subscriber Count

# 44,352

#### Pricing

# \$2,500

per send



Heiner Goebbels: Surrogate Cities  
April 25 & 26, 2019

*Ludovic Morlot, Conductor | Jocelyn B. Smith, vocals | David Moss, vocals | Heiner Goebbels, lighting design | Norbert Ommer, sound design*

Exclusive for KCTS 9 and Crosscut members: 15% off all tickets!

Use promo code: **CROSSCUT**

**BUY TICKETS**

Replicating the clamoring 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 emails.*



A service of Cascade Public Media

[Donate](#) • [Update Subscriptions](#)

[customerservice@kcts9.org](mailto:customerservice@kcts9.org) • (800) 937-5287  
Cascade Public Media, 401 Mercer St, Seattle, WA, 98109



©2019 Cascade Public Media. All Rights Reserved. [Privacy Policy](#).

Donations made to Cascade Public Media are tax-deductible to the extent allowed by law. Cascade Public Media, which includes KCTS 9 and Crosscut, is registered under RCW 18.09. You may contact the Washington Secretary of State at 800.332.4483 or visit [sos.wa.gov/charities](http://sos.wa.gov/charities) for more information.

PIRANHA



## 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 invites, 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](http://www.piranha.org).

## Contact

### Marti Lindeman

Director Biz Dev/Client Services  
marti@piranhaproductions.net  
206.443.4805  
206.769.3752

### Mark Allan

Chief Creative Officer  
mark@piranhaproductions.net  
206.443.6747  
206.769.3559

CASCADE  
PUBLIC MEDIA

 KCTS9

Crosscut.

