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.
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

**KCTS 9**

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.

- **TELEVISION**: N/A
- **WEB**: 5.1M Annual web visitors
- **FACEBOOK**: 33K Followers
- **TWITTER**: 34K Followers
- **E-NEWS**: 77K Subscribers
- **E-BLAST**: 48.4K Subscribers
DEMOGRAPHIC PROFILE

Crosscut.
5.1 million annual web visitors

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>AGE</strong></td>
<td>3.1M / 2M</td>
<td>18-49 years (61%) / 50+ years (39%)</td>
</tr>
<tr>
<td><strong>GENDER</strong></td>
<td>51% / 49%</td>
<td>Female / Male</td>
</tr>
<tr>
<td><strong>EDUCATION</strong></td>
<td>2.4M / 1.4M</td>
<td>College Grads / Post-Grads</td>
</tr>
<tr>
<td><strong>REAL ESTATE</strong></td>
<td>17%</td>
<td>More likely to be interested in residential real estate</td>
</tr>
<tr>
<td><strong>INCOME</strong></td>
<td>2M</td>
<td>More than $100K/Year</td>
</tr>
<tr>
<td><strong>BUSINESS</strong></td>
<td>220%</td>
<td>More likely to be interested in business related content</td>
</tr>
<tr>
<td><strong>PHILANTHROPY</strong></td>
<td>1.5M</td>
<td>Give to 3 or More Charities Annually</td>
</tr>
<tr>
<td><strong>ARTS &amp; ENTERTAINMENT</strong></td>
<td>52%</td>
<td>More likely to be interested in arts and entertainment content</td>
</tr>
</tbody>
</table>
Crosscut Readership Density

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

Western Washington
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.

<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: $500 |
| **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 | Rotation Rate: $100  
Fixed Rate: $125 |
| Monday–Friday 12pm–5pm | Fixed Rate: $100 |
| **Weekend Daytime** |                      |
| Saturday, Sunday 6am–10:30am  
Saturday 10:30am–6pm  
Sunday 6am–6pm | Fixed Rates:  
$100  
$150  
$100 |
| **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>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. Crosscut Arts E-News</td>
<td>600 x 400</td>
<td></td>
<td>●</td>
</tr>
<tr>
<td>F. E-News</td>
<td>255 x 255</td>
<td>●</td>
<td>●</td>
</tr>
</tbody>
</table>

### Digital Ad Unit (20% share of voice)
- **KCTS 9**: $500 each
- **CROSSCUT**: $600 each

### Additional Shares
- **KCTS 9**: $500 each
- **CROSSCUT**: $600 each

### Dedicated Subscriber E-Blast
- **Cost**: $2,500 (per E-blast)
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.
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.
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.
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
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
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

Featured Content Specifications

1. **600x400 image:** The image should not contain any copy or text.
2. **Title:** Short and succinct, with a max of 10 words
3. **Ad copy/Description:** A short description of the promotion. Due to limited space, the recommended length is around 20 words.
4. **Link:** The URL you would like to use for your advertisement. Both the image and the ‘Learn more’ text will be linked.
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
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.

Contact

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