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.

We help the people of the Northwest learn, grow and make a difference through public media programming, digital journalism, and through year-round community events.

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 sophisticated, loyal, 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**: 1.6M Weekly TV viewers
- **WEB**: 1.1M Annual web visitors
- **FACEBOOK**: 60K Followers
- **TWITTER**: 80K Followers
- **ENews**: 195K Subscribers
- **E-BLAST**: 45K Recipients
DEMOGRAPHIC PROFILE

550k Weekly TV Viewers

- **AGE**
  - 85K / 463K
  - 18-49 years (16%) / 50+ years (84%)

- **GENDER**
  - 59% / 41%
  - Female / Male

- **EDUCATION**
  - 100K / 75K
  - College Grads / Post-Grads

- **HOME OWNERSHIP**
  - 408K
  - 75% Of KCTS' Audience Are Homeowners

- **INCOME**
  - 170K
  - More then $100K/Year

- **LEADERSHIP**
  - 147K
  - In Leadership Positions

- **PHILANTHROPY**
  - 380K
  - Always Vote in Local Elections

- **ARTS & ENTERTAINMENT**
  - 1.05M
  - Attended a Live Event in the Last Year

Source: Neilsen 2021
DEMOGRAPHIC PROFILE

Crosscut.

- **WEB**: 3M Annual web visitors
- **FACEBOOK**: 34K Followers
- **TWITTER**: 37K Followers
- **ENEWS**: 84K Subscribers
- **E-BLAST**: 45K Subscribers
DEMOGRAPHIC PROFILE

**AGE**
- 18-49 years (63%) / 50+ years (37%)

**GENDER**
- 53% / 47%
  - Female / Male

**EDUCATION**
- 1.8M / 900K
  - College Grads / Post-Grads

**BANKING AND FINANCE**
- 106K
  - Have an affinity for finance and investing

**SUSTAINABILITY**
- 135K
  - Have an affinity for Sustainability and Green Living

**ARTS & ENTERTAINMENT**
- 108K
  - Have an affinity for arts and entertainment content

**TRAVEL & TOURISM**
- 111K
  - Have an affinity for travel and considered travel buffs

*Source: Google Analytics 2021*
Coverage Maps

Transmitter and Cable Coverage Area

British Columbia

Washington
Readership Density

- Dark blue: More than 1 million readers per year
- Light blue: 40k-70k readers per year

Western Washington
Typical Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Day-Part</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primetime</strong></td>
<td>Monday–Sunday 8pm–11pm</td>
</tr>
<tr>
<td><strong>News Block</strong></td>
<td>Monday–Friday 5pm–7pm, 11pm</td>
</tr>
<tr>
<td><strong>BBC News / BBC World News America/ PBS NewsHour</strong></td>
<td>Monday–Friday 5pm–7pm, 11pm</td>
</tr>
<tr>
<td><strong>PBS Kids Programs</strong></td>
<td>Monday—Friday 5am-12pm</td>
</tr>
<tr>
<td></td>
<td><strong>Saturday, Sunday</strong> 6am-11am</td>
</tr>
<tr>
<td><strong>Science and Nature</strong></td>
<td>Wednesdays 7pm–11pm</td>
</tr>
<tr>
<td><strong>British Drama/Masterpiece</strong></td>
<td>Sunday 8pm–11pm</td>
</tr>
</tbody>
</table>

**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.

**Pricing Information**

Contact an Account and Partnerships Manager for broadcast pricing details. If you are not working with a member of the KCTS 9 sponsorship team you can contact Jonah Fruchter, Director of Corporate Sponsorship – jfruchter@kcts9.org to get connected with someone on our team.
# Web Advertising

<table>
<thead>
<tr>
<th>Name</th>
<th>Size (px)</th>
<th>KCTS 9 Price Per Week</th>
<th>Crosscut Price Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Rectangle</td>
<td>300 x 250</td>
<td>$200</td>
<td>$200</td>
</tr>
<tr>
<td>B. Tower</td>
<td>300 x 600</td>
<td></td>
<td>$150</td>
</tr>
<tr>
<td>C. Super Leaderboard</td>
<td>970 x 90 (desktop) 320 x 50 (mobile)</td>
<td></td>
<td>$200</td>
</tr>
<tr>
<td>D. Marquee Leaderboard</td>
<td>970 x 250 (desktop) 320 x 100 (mobile)</td>
<td>250</td>
<td></td>
</tr>
</tbody>
</table>

**Desktop**

**Mobile**

- A
- B
- C
- D
## Newsletter Advertising

<table>
<thead>
<tr>
<th>Name</th>
<th>Reach/Frequency</th>
<th>Size (px)</th>
<th>KCTS 9 Price Per Week</th>
<th>Crosscut Price Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Crosscut Arts E-News Advertorial</td>
<td>Subscribers: 13,000 Frequency: 1x per week</td>
<td>600x400</td>
<td></td>
<td>$600</td>
</tr>
<tr>
<td>B. Crosscut Arts E-News Standard Ad</td>
<td>Subscribers: 13,000 Frequency: 1x per week</td>
<td>255 x 255</td>
<td></td>
<td>$400</td>
</tr>
<tr>
<td>C. Crosscut Daily Newsletter</td>
<td>Subscribers: 17,000 Total Impressions: 85,000 Frequency: 5x per week</td>
<td>255 x 255</td>
<td></td>
<td>$600</td>
</tr>
<tr>
<td>D. Crosscut Weekly Newsletter</td>
<td>Subscribers: 40,000 Frequency: 1x per week</td>
<td>255 x 255</td>
<td></td>
<td>$500</td>
</tr>
<tr>
<td>E. CPM Events Newsletter Sponsored Event</td>
<td>Subscribers: 117,000 Frequency: 2x per month</td>
<td>600 x 338</td>
<td>$1,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>F. CPM E-Blast</td>
<td>Subscribers: 43,000 Frequency: 2x per month</td>
<td>600 x 900</td>
<td>$2,500</td>
<td>$2,500</td>
</tr>
<tr>
<td>G. KCTS 9 Weekly Newsletter</td>
<td>Subscribers: 110,000 Frequency: 1x per week</td>
<td>255 x 255</td>
<td>$600</td>
<td></td>
</tr>
<tr>
<td>H. Tellygram</td>
<td>Subscribers: 13,000 Frequency: 1x per week</td>
<td>255 x 255</td>
<td>Included as part of KCTS 9 Weekly Buy</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.
**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 Account Manager about upcoming series, topics, and opportunities.
CROSSCUT FESTIVAL

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. Speak with an Account Manager about sponsoring any of the exciting events and topics at the Crosscut Festival.

MAY 3-7, 2022
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

17,000

Pricing

There are four 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.

$600
per week
Weekly E-News
Sent each Sunday

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

Subscriber Count

40,000

Pricing

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

$500 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

13,000

Pricing

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

$600 per week for featured content space

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.

$400 per week for 255x255
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

110,000

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

$600 per week
Event Newsletter
Sent each Sunday

A roundup of upcoming live events hosted by Cascade Public Media

Subscriber Count

116,000

Pricing

One ad unit per Event Newsletter email (600 x 338 pixels)

$1,000 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

43,000

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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206.769.3752

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Chief Creative Officer
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206.769.3559