



## 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.



## DEMOGRAPHIC PROFILE



Broadcast / Digital / Social

*The KCTS 9 audience is characterized by their intellectual curiosity, high level of community engagement, affluence, and philanthropic generosity. These attributes contribute to a vibrant and engaged audience that values educational and informative programming.*



TELEVISION

**550k**

Weekly TV viewers



WEB

**1M**

Annual web visitors



FACEBOOK

**60K**

Followers



TWITTER

**76K**

Followers



E-NEWS

**195K**

Subscribers



E-BLAST

**45K**

Recipients

## DEMOGRAPHIC PROFILE



370k Weekly TV Viewers



AGE

**41K / 330K**

18-49 years (11%) / 50+ years (89%)



GENDER

**51% / 49%**

Female / Male



EDUCATION

**84K / 62K**

College Grads / Post-Grads



HOME OWNERSHIP

**302K**

81% Of KCTS' Audience Are Homeowners



Affluent

**180K**

More than \$100K/Year



LEADERSHIP

**58K**

In Leadership Positions



CIVIC ENGAGEMENT

**278K**

Always Vote in Local Elections



ARTS &amp; ENTERTAINMENT

**68K**

Attended Live Theater in the Last Year

REACH



## Coverage Maps



Transmitter and Cable Coverage Area



**British Columbia**



**Washington**



## RATES

## Typical Programs

Day-Part	Open Rate per Spot
<b>Primetime</b>	
<b>Monday–Sunday</b> 8pm–11pm	Rotation Rate: \$300 Fixed Rate: \$350
<b>News Block</b> BBC News / BBC World News America/ PBS NewsHour	
<b>Monday–Friday</b> 5pm–7pm, 11pm	Rotation Rate: \$225 Fixed PBS NewsHour Rate: \$350
<b>PBS Kids Programs</b>	
<b>Monday–Friday</b> 5am–12pm	Rotation Rate: \$75 Fixed Rate: \$100
<b>Saturday, Sunday</b> 6am–11am	Rotation Rate: \$75 Fixed Rate: \$100
<b>Science and Nature</b>	
<b>Wednesdays</b> 7pm–11pm	Rotation Rate: \$325 Fixed Rate: \$375
<b>British Drama/Masterpiece</b>	
<b>Sunday</b> 8pm–11pm	Rotation Rate: \$400 Fixed Rate: \$450

## PBS NewsHour

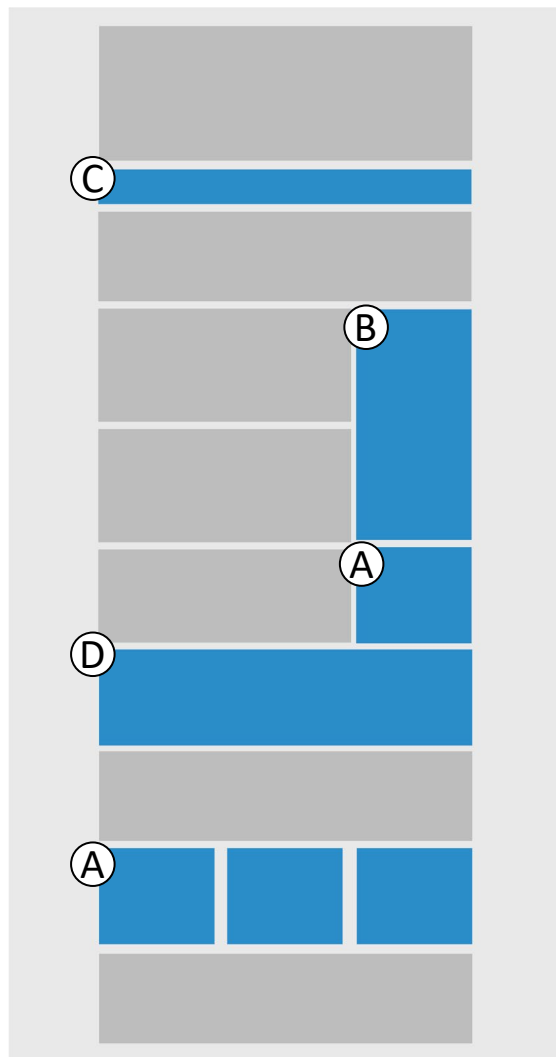
PBS is the most trusted television source for news and public affairs programs.\* Underwriting with PBS NewsHour ensures your brand reaches a highly influential and educated audience each week. Schedules are customizable to meet the individual needs of your company.

\*Source: 2020 M&RR Inc.

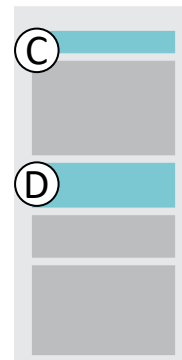
# Web Advertising

Name	Size (px)	KCTS 9 Price Per Week	Crosscut Price Per Week
A. Rectangle	300 x 250	\$200	\$250
B. Tower	300 x 600		\$200
C. Super Leaderboard	970 x 90 (desktop) 320 x 50 (mobile)		\$250
D. Marquee Leaderboard	970 x 250 (desktop) 320 x 100 (mobile)	\$300	
E. Livestream Pre-roll :15		\$500	

Desktop

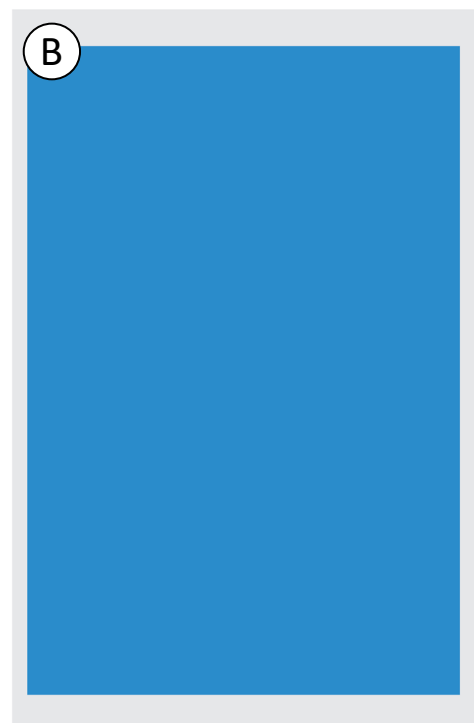
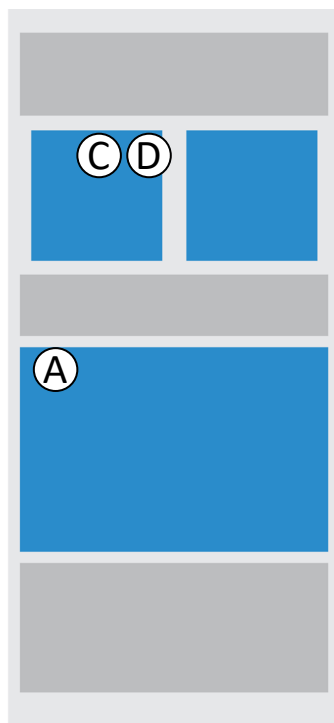


Mobile



# Newsletter Advertising

Name	Reach/Frequency	Size (px)	KCTS 9 Price Per Week
A. CPM Events Newsletter Sponsored Event	Subscribers: 117,000 Frequency: 2x per month	600 x 338	\$1,000
B. CPM E-Blast	Subscribers: 43,000 Frequency: 2x per month	600 x 900	\$2,500
C. KCTS 9 This Week Newsletter	Subscribers: 110,000 Frequency: 1x per week	255 x 255	\$750
D. Tellygram	Subscribers: 13,000 Frequency: 1x per week	255 x 255	Included w/ This Week advertising

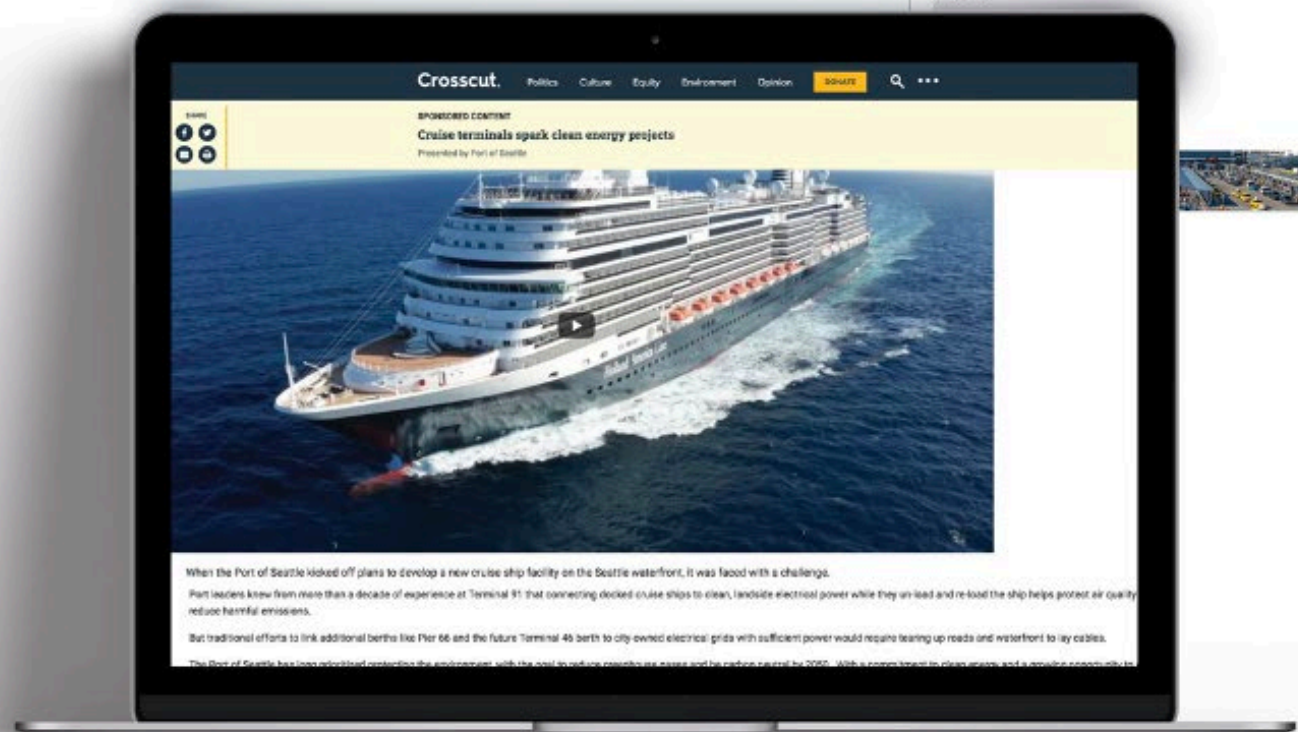
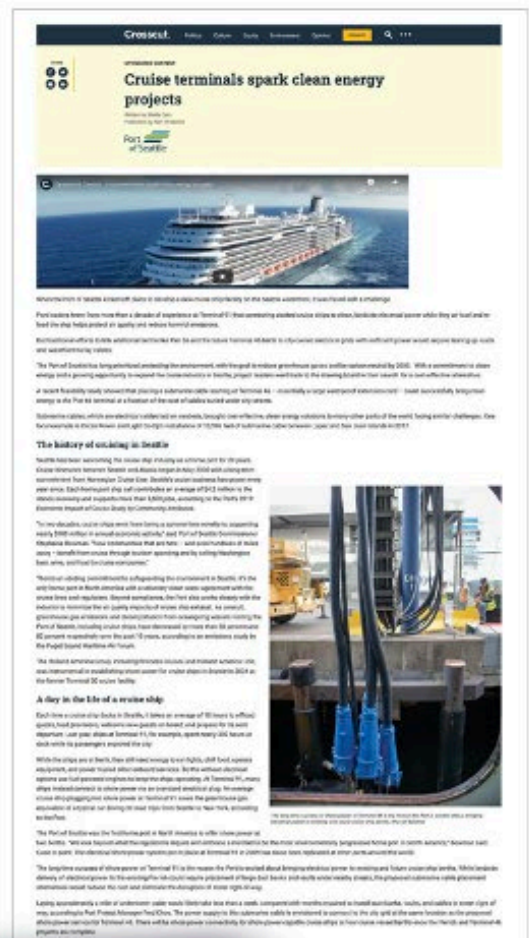




## SPONSORED CONTENT

## 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.



## 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 Account Manager about upcoming series, topics, and opportunities.



## 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

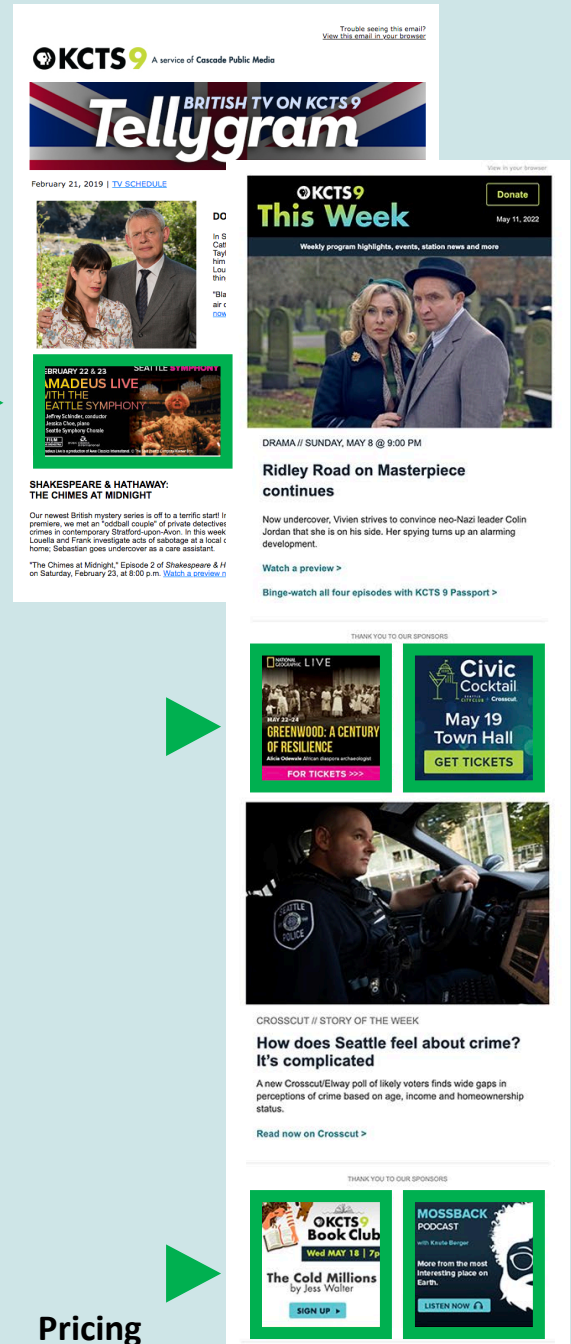
# 110,000

## 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

# \$750

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



[View in your browser](#)

**KCTS9 | Crosscut. EVENTS**

Upcoming community events from Cascade Public Media.

**KCTS9 FOOD FOR thought**

THE FUTURE OF MEAT

FEBRUARY 24 @ 6:30 PM PT // VIRTUAL EVENT

### The Future of Meat

Join KCTS 9 on February 24 for a look at the ways that the plant-based movement is shaping how we view not only meat-eating but also vegetarian/veganism, specifically here in Washington State. Local chefs and restaurateurs will join host [Rachel Belle](#) for a look at where we've been and where we're going.

4TH ANNUAL

### The Crosscut Festival

The 2022 Crosscut Festival will return in a hybrid format, featuring in-person sessions and streaming online events. Speakers from across the nation and around the region will join us to consider issues in politics, social justice, the economy, science, the environment, innovation and much more.

BEGINS 5/4

[Learn more >](#)

#### EVENTS FROM OUR SPONSORS

FEBRUARY 18, 19 & 20

### Seattle Symphony: España!

The artistic styles of Los Angeles-based circus company Troupe Vertigo are taking the stage with *España!*, running February 18–20 at Benaroya Hall. Don't miss this concert featuring stylized choreography and lighting, and music by Bizet, Ponce and Albéniz as reimagined by Troupe Vertigo and the Seattle Symphony.

[Find tickets >](#)

[UPDATE PREFERENCES](#)

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

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## 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



**CASCADE PUBLIC MEDIA**

APRIL 25 & 26  
**HEINER GOEBBELS**  
**SURROGATE CITIES**

▲ DELTA | MASTERWORKS

Ludovic Morlot, conductor | Jocelyn B. Smith, vocals |  
David Moss, vocals | Heiner Goebbels, lighting design |  
Norbert Ommert, sound design

**EXCLUSIVE OFFER!**  
ENJOY **15% OFF** ALL TICKETS  
WITH PROMO CODE **CROSSCUT**

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.

Surrogate Cities is generously underwritten by the Judith A. Fong Music Directors Fund.  
Surrogate Cities is underwritten by Bob and Ciodagh Ash.

FOR TICKETS:  
**SEATTLESYMPHONY.ORG**

Heiner Goebbels: Surrogate Cities  
April 25 & 26, 2019

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

**KCTS 9** | **Crosscut.**

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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).

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# CASCADE PUBLIC / MEDIA

 KCTS9

| Crosscut.

