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.
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

ENEWS

195K
Subscribers

E-BLAST

45K
Recipients
DEMOGRAPHIC PROFILE

KCTS 9
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 & ENTERTAINMENT
68K
Attended Live Theater in the Last Year

Source: Neilsen 2023
KCTS 9
Coverage Maps

Transmitter and Cable Coverage Area

British Columbia

Washington
**Typical Programs**

**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**

<table>
<thead>
<tr>
<th>Day-Part</th>
<th>Open Rate per Spot</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Primetime</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Monday–Sunday</strong></td>
<td></td>
</tr>
<tr>
<td>8pm–11pm</td>
<td>Rotation Rate: $300</td>
</tr>
<tr>
<td></td>
<td>Fixed Rate: $350</td>
</tr>
<tr>
<td><strong>News Block</strong></td>
<td></td>
</tr>
<tr>
<td><strong>BBC News / BBC World News America/ PBS NewsHour</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Monday–Friday</strong></td>
<td></td>
</tr>
<tr>
<td>5pm–7pm, 11pm</td>
<td>Rotation Rate: $225</td>
</tr>
<tr>
<td></td>
<td>Fixed PBS NewsHour Rate: $350</td>
</tr>
<tr>
<td><strong>PBS Kids Programs</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Monday–Friday</strong></td>
<td></td>
</tr>
<tr>
<td>5am–12pm</td>
<td>Rotation Rate: $75</td>
</tr>
<tr>
<td></td>
<td>Fixed Rate: $100</td>
</tr>
<tr>
<td><strong>Saturday, Sunday</strong></td>
<td></td>
</tr>
<tr>
<td>6am–11am</td>
<td>Rotation Rate: $75</td>
</tr>
<tr>
<td></td>
<td>Fixed Rate: $100</td>
</tr>
<tr>
<td><strong>Science and Nature</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Wednesdays</strong></td>
<td></td>
</tr>
<tr>
<td>7pm–11pm</td>
<td>Rotation Rate: $325</td>
</tr>
<tr>
<td></td>
<td>Fixed Rate: $375</td>
</tr>
<tr>
<td><strong>British Drama/Masterpiece</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Sunday</strong></td>
<td></td>
</tr>
<tr>
<td>8pm–11pm</td>
<td>Rotation Rate: $400</td>
</tr>
<tr>
<td></td>
<td>Fixed Rate: $450</td>
</tr>
</tbody>
</table>
# 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>$250</td>
</tr>
<tr>
<td>B. Tower</td>
<td>300 x 600</td>
<td></td>
<td>$200</td>
</tr>
<tr>
<td>C. Super Leaderboard</td>
<td>970 x 90 (desktop) 320 x 50 (mobile)</td>
<td></td>
<td>$250</td>
</tr>
<tr>
<td>D. Marquee Leaderboard</td>
<td>970 x 250 (desktop) 320 x 100 (mobile)</td>
<td></td>
<td>$300</td>
</tr>
<tr>
<td>E. Livestream Pre-roll :15</td>
<td></td>
<td></td>
<td>$500</td>
</tr>
</tbody>
</table>

![Diagram](image)
## Newsletter Advertising

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

TELYGRAM
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
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

Heiner Goebbels: Surrogate Cities
April 25 & 26, 2019

Ludovic Morlot, conductor | Jocelyn B. Smith, vocals | David Moss, vocals | Heiner Goebbels, lighting design | Norbert Otter, 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 discounts and ticket emails.
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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