Our mission at Cascade PBS 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 PBS positions your organization in front of hundreds of thousands of engaged, civic-minded community members who care about and influence the Pacific Northwest region. Cascade PBS is able to introduce your company to a sophisticated, loyal, and influential audience.
Cascade PBS is the Pacific Northwest’s independent, nonprofit news and public television service.

On air and online, we bring audiences high-quality drama, documentaries, science, kids programming, unique local shows, and more. Our newsroom provides the investigative and political reporting our region counts on to make informed decisions.

We began broadcasting on TV as KCTS 9 in Seattle back in 1954 and have seen numerous changes in the decades since. In 2015, we brought the Crosscut news staff onto our team. Today, we share PBS and original programming through the Cascade PBS app, online at CascadePBS.org, and on TV.

We’re supported by more than 100,000 members in Western Washington and Canada. Our signal is also carried on KYVE 47 to serve Yakima and Central Washington.
The Cascade PBS 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**: 370k Weekly TV viewers
- **WEB**: 1M Annual web visitors
- **FACEBOOK**: 60K Followers
- **ENEWS**: 195K Subscribers
- **E-BLAST**: 45K Recipients
**Cascade PBS**

**Demographic Profile**

*Source: Nielsen 2023*

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

**Gender**
- Female / Male
  - 51% / 49%

**Education**
- College Grads / Post-Grads
  - 84K / 62K

**Home Ownership**
- 81% of Cascade PBS’ Audience Are Homeowners
  - 302K

**Affluence**
- More than $100K/Year
  - 180K

**Leadership**
- In Leadership Positions
  - 58K

**Civic Engagement**
- Always Vote in Local Elections
  - 278K

**Arts & Entertainment**
- Attended Live Theater in the Last Year
  - 68K

**Travel**
- Plan to Vacation in the Next Year
  - 260K

**Healthcare**
- Used a Health Specialist in the Past Year
  - 271K
CASCADE PBS NEWS DEMOGRAPHIC PROFILE

1.9M Annual web visitors

35K Followers

37K Followers

84K Subscribers

45K Subscribers
**CASCADe PBS NEWS DEMOGRAPHIC PROFILE**

**AGE**
- 36% / 39% / 25%
  - 18-34 years
  - 35-54 years
  - 55+ years

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

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

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

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

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

Transmitter and Cable Coverage Area

Washington
- Neah Bay
- Bellingham
- Port Townsend
- Everett
- Seattle
- Tacoma
- Wenatchee
- Ellensburg
- Yakima
- Pasco/Kennewick
- Walla Walla
- Vancouver

British Columbia
- Prince Rupert
- Vanderhoof
- Prince George
- Kamloops
- Hope
- Penticton
- Nanaimo
- Vancouver
- Victoria
More than 1 million readers per year

40k-70k readers per year
<table>
<thead>
<tr>
<th>Program</th>
<th>Day-Part</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primetime</td>
<td>Monday–Sunday 8pm–11pm</td>
</tr>
<tr>
<td>News Block</td>
<td>Monday–Friday 5pm–7pm, 11pm</td>
</tr>
<tr>
<td>BBC News / BBC World News America / PBS NewsHour</td>
<td></td>
</tr>
<tr>
<td>PBS Kids Programs</td>
<td>Monday–Friday 5am-12pm</td>
</tr>
<tr>
<td></td>
<td>Saturday, Sunday 6am-11am</td>
</tr>
<tr>
<td>Science and Nature</td>
<td>Wednesdays 7pm–11pm</td>
</tr>
<tr>
<td>British Drama/Masterpiece</td>
<td>Sunday 8pm–11pm</td>
</tr>
</tbody>
</table>
## Web Advertising

<table>
<thead>
<tr>
<th>Name</th>
<th>Size (px)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A. Rectangle</td>
<td>300x250</td>
</tr>
<tr>
<td>B. Tower</td>
<td>300x600</td>
</tr>
<tr>
<td>C. Super Leaderboard</td>
<td>970x90 (desktop) 320x50 (mobile)</td>
</tr>
<tr>
<td>D. Marquee Leaderboard</td>
<td>970x250 (desktop) 320x100 (mobile)</td>
</tr>
<tr>
<td>E. Livestream Pre-roll :15</td>
<td>400x300 30 MB maximum</td>
</tr>
</tbody>
</table>
# Newsletter Advertising

<table>
<thead>
<tr>
<th>Name</th>
<th>Reach/Frequency</th>
<th>Ad Size (px)</th>
<th>Description</th>
</tr>
</thead>
</table>
| A. artSea Advertorial                     | Subscribers: 13,000  
Frequency: 1x per week                            | 400x225      | Weekly local arts content                        |
| B. artSea Standard Ad                     | Subscribers: 13,000  
Frequency: 1x per week                            | 255x255      | Weekly local arts content                        |
| C. Cascade PBS Daybreak                   | Subscribers: 17,000  
Total Impressions: 85,000  
Frequency: 5x per week                            | 255x255      | Daily local news                                |
| D. Cascade PBS Weekly                     | Subscribers: 40,000  
Frequency: 1x per week                            | 400x225      | Weekly round up of local news                   |
| E. Cascade PBS Weekly                     | Subscribers: 40,000  
Frequency: 1x per week                            | 255x255      | Weekly round up of local news                   |
| F. Cascade PBS Politics                   | Subscribers: 9,000  
Frequency: 2x per month                            | 255x255      | Bi-weekly elections and politics content         |
| G. Cascade PBS Events                     | Subscribers: 117,000  
Frequency: 2x per month                            | 600x400      | Cascade PBS and community events                |
| H. Subscriber Discount (E-Blast)          | Subscribers: 43,000  
Frequency: 2x per month                            | 600x900      | Dedicated discount email sent to subscribers    |
| I. This Week (PBS Content)                | Subscribers: 110,000  
Frequency: 1x per week                            | 255x255      | PBS programming content                         |
| J. Tellygram (Masterpiece Content)        | Subscribers: 13,000  
Frequency: 1x per week                            | 255x255      | British drama programming content               |

*Note: Number in brackets indicates included with option.*
BUILD TRUST IN YOUR BRAND
WITH AN INFLUENTIAL AUDIENCE

120,000 SUBSCRIBERS receive a monthly print guide
8,000 SUBSCRIBERS receive a monthly digital guide

<table>
<thead>
<tr>
<th>2024 Issues</th>
<th>Artwork Due</th>
<th>2024 Issues</th>
<th>Artwork Due</th>
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<tbody>
<tr>
<td>January</td>
<td>November 10</td>
<td>July</td>
<td>May 7</td>
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<tr>
<td>February</td>
<td>December 8</td>
<td>August</td>
<td>June 11</td>
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<tr>
<td>March</td>
<td>January 12</td>
<td>September</td>
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</tr>
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<td>June</td>
<td>April 9</td>
<td>December</td>
<td>October 8</td>
</tr>
</tbody>
</table>

*Advertisements must be purchased in consecutive issues
Sponsored Content

Sponsored content allows sponsors to tell a richer story or communicate a more complex point of view.

Cascade PBS will work with a sponsor to develop a compelling article and video that reaches Cascade PBS’s educated, influential audience.

There are many ways to direct Cascade PBS viewers and visitors to sponsored content, including email, social media and broadcast.

All sponsored content is clearly labeled.
Video Series:
Underwriting a Cascade PBS 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 Cascade PBS. As an underwriter, your message stays with each episode providing both depth and reach our audience.

Podcast Series:
Cascade PBS coverage is at the center of our most important issues in the Puget Sound Region and our 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.
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 Cascade PBS Ideas Festival.
artSea
Sent every Thursday

The arts and culture newsletter reaches a highly targeted readership. Each week providing updates on everything from visual arts to dance performances.

Subscriber Count
13,000

The newsletter is sent once per week and contains two separate ad units.
Daybreak
Sent daily, Monday–Friday

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

Subscriber Count
17,000

There are four standard ad units. Your ad will appear every day in the E-News for one week.
News Weekly

Sent every Sunday

A roundup of the week’s top news stories

Subscriber Count

40,000

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

Sent every other Wednesday

A roundup of the elections and politics stories

Subscriber Count

9,000

There are four standard ad units in each Cascade PBS Politics Newsletter.
Events

Sent every other Thursday

A roundup of upcoming live events hosted by Cascade PBS

Subscriber Count

117,000

Two ad units per Event Newsletter email.
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 local stories (Out and Back, Mossback's Northwest, etc.); and events (e.g. Ken Burns screenings).

**Subscriber Count**

110,000

Sold as a package with Cascade PBS Tellygram. Sponsor ads will appear in each newsletter in the same week. There are four standard ad units available per week.
Tellygram

Sent every Thursday
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.

Subscriber Count
13,000

Sold as a package with Cascade PBS This Week. Sponsor ads will appear in each newsletter in the same week. There are four standard ad units available per week.
Member Discounts
Limited to once per week

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

Subscriber Count
43,000

One ad unit per E-Blast Newsletter email.
Standard Newsletter Ad

1. **255x255 image**: No restrictions on the amount of text on the image.
2. **Link**: The URL you would like to use for your advertisement.

Sponsored Content

1. **400x225 image**: The image should not contain any copy or text.
2. **Title**: Short and succinct, with a max of 75 characters.
3. **Ad copy/Description**: A short description of the promotion. Due to limited space, the maximum length is 175 characters.
4. **Link**: The URL you would like to use for your advertisement. Both the image and the ‘Learn more’ text will be linked.
Sponsored Events

1. **600x400 image:** The image should not contain any copy or text.
2. **Title:** Short and succinct, with a max of 75 characters.
3. **Ad copy/Description:** Maximum length of 60 words.
4. **Link:** The URL you would like to use for your advertisement. Both the image and the ‘Learn more’ text will be linked.

Member Discount

1. **600x900 image:** The image can contain copy or text.
2. **Ad copy/Description:** The length of the newsletter copy can be between 110 and 160 words.
3. **Link:** The URL you would like to use for your advertisement. Both the image and the ‘Learn more’ text will be linked.
Creative Production Services

Creative Works is the not-for-profit, creative and content studio for Cascade PBS.

Building on our mission to inform and inspire our community to make the world a better place, we work with organizations to create brand personalities and capture the colorful stories that move and inspire audiences across platforms and around the globe.

For examples contact Angela Moorer or Mark Allan.

- Discover your goals, needs and selected audience
- Propose creative solutions to make an impact
- Generate accurate cost estimates and timelines for delivery
- Deliver PBS broadcast-quality productions

Contact

**Angela Moorer**  
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