DIGITAL OVERVIEW

LISTENERS, VISITORS, STREAMERS, APP AND SOCIAL MEDIA USERS FOLLOW KERA
HEAR IT, SEE IT, CLICK IT
MULTIPLE PLATFORMS PROVIDE MULTIPLE TOUCHPOINTS

KERA, KERA NEWS, KXT and Art&Seek connect sponsors with engaged audiences.

**24/7 AUDIO STREAMING**
- 925,000 sessions / month
- 154,000 unique listeners / month

**PODCAST**
- 288,000 downloads / month

**WEBSITES**
- 1,118,000 page views / month
- 613,000 unique visitors / month

**RADIO APPS**
- 243,000 sessions / month

**NEWSLETTERS**
- 79,000 subscribers

**SOCIAL MEDIA**
- 140,000 connections and growing

“Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.”

— Nielsen

Photo Credits: 2015 Dallas Aurora by Serrattaritaville Creative Commons (Cover); Phones by Fairphone — Sourced via Flickr Creative Commons
KERA engages fans with award-winning content across multiple digital platforms, including websites with ads optimized across every device.

**970x50 Expanding Ad**
Top center, expands to 970x300

**300x250 Banner Ad**
Right rail

**320x50 Smartphone Banner Ad**
Top center

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<tr>
<th>kera.org</th>
<th>keranews.org</th>
<th>kxt.org</th>
<th>artandseek.org</th>
</tr>
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<tbody>
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<td>970x50 to 970x300 Expanding Pencil Ad</td>
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Photo Credit: MacBook Air keyboard by Sam — Sourced via Flickr Creative Commons
IN-BANNER VIDEO ADS
Express Your Message With Video — the Expanding Video Banner Option Provides Space for Video and Accompanying Text / Imagery

970X50 EXPANDING IN-BANNER VIDEO AD
Top center, above the fold, expands to 970x300 with space for clickable text or imagery next to the video

When rich media is used in place of standard banners, site visitors are:

43% more likely to have their attention drawn to an ad

23% more likely to remember brand messaging

Source: comScore / IAB

Photo Credits: MacBook Air keyboard by Sam — Sourced via Flickr Creative Commons
SIDEKICK ADS

Put your brand front and center in a non-intrusive fashion with this user-initiated rich media ad

300x250 SIDEKICK AD
Right rail, expands to 850x500 to allow for high-impact messaging
Plug in to the streaming audience with audio ads.

**STREAMS**
Sponsors can target ads on specific audio content, including:

- KERA (kera.org)
- KXT (kxt.org)

**AD UNIT**
15-second pre-roll
Think with Host Krys Boyd features in-depth interviews with compelling guests, covering a wide variety of topics: history, politics, current events, science, technology, cultural trends, food and wine, travel, adventure and entertainment.

ABOUT PODCASTS
• Users listen on audio player of choice (iTunes, TuneIn…)
• Consumed across laptops, tablets and smartphones

AD UNITS
15-second pre-roll & mid-roll

PUBLIC RADIO PODCAST LISTENERS ARE

21% more likely than the average American to earn a household income of $75k+

128% more likely than the average American to hold a four-year college degree+

Sources: Edison Research: Public Radio Podcast Listener Survey 2015, GfK MRI Doublebase 2014
Photo Credit: Untitled by Brandi Redd — Sourced via Flickr Creative Commons
MOBILE APPS

KERA and KXT fans tune in with station mobile apps, available on Apple and Android devices. The high-impact combination of audio with banner ads makes a memorable experience.

AD UNITS

- Synchronized 15-second audio pre-roll and full screen display ad (sizes include 320x480 and 1536x2048)
- Banner ad (sizes include 320x50 and 768x50)

Note: Clients can choose to submit a range of ad sizes. See ad specifications for details.
KERA's Newsletter Reaches Highly Engaged Audiences
Ads are Presented Along with Top Stories, Providing Prominence in an Uncluttered Environment

Newsletter | KERA Insider
---|---
Subscribers | 22,000
Frequency | Weekly