Listeners, visitors, streamers, app and social media users follow KUT and KUTX

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

— Nielsen
KUT.org

Austin’s NPR® station engages news seekers with award-winning local and national coverage across multiple digital platforms, including websites with ads optimized for every device.

600,000 page views / month
310,000 unique visitors / month

970X50 EXPANDING AD
Top center, expands to 970x300

300X250 BANNER ADS
Right rail

728X90 TABLET BANNER AD
Top center

320X50 SMARTPHONE BANNER AD
Top center

Photo by gdsteam — Sourced via Flickr Creative Commons
Music and digital omnivores connect with the Austin music experience in various ways. Website ads are optimized for every device.

75,000 page views / month
25,000 unique visitors / month

300X250 BANNER ADS
Right rail

728X90 TABLET BANNER AD
Top center

320X50 SMARTPHONE BANNER AD
Top center

Photo Credit: London Calling by Timothy Fenn — 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

300X250 IN-BANNER VIDEO AD
Right rail, with space for clickable text beneath the video

Photo by gdsteam — Sourced via Flickr Creative Commons
Media Player 24/7 Streaming
Engage streamers with audio and visual ads

AD UNITS
• 15-second audio pre-roll, includes preamble “Support for streaming comes from”
• 320x50 media player banner
• Live stream and display impressions sold across all platforms including media player and mobile apps

KUT
800,000 sessions / month

KUTX
300,000 sessions / month

Photo Credit: Headphones by Paul Hudson — Sourced via Flickr Creative Commons
Mobile Apps

Use the high-impact combination of audio and visual ads for memorable messaging

Available on Apple and Android devices, fans tune in with two station apps:

KUT 90.5  |  KUTX 98.9

AD UNITS

- Synchronized 15-second audio pre-roll and 300x480 interstitial ad
- 320x50 banner appears after completion of pre-roll and interstitial
- Live stream and display impressions sold across all platforms including media player and mobile apps

Photo by Seika — Sourced via Flickr Creative Commons
Podcasts

All about convenience, fans catch episodes on their time, on their audio player of choice, and on their device of choice

AD UNIT
• Pre-rolls, mid-rolls and post-rolls, 15-seconds in length
Newsletters
Gain affinity from some of our most engaged audiences

71,000 total subscribers

30% average open rate

300X250 BANNER ADS
- Premium placement below first story
- Standard positions in sponsorship section

<table>
<thead>
<tr>
<th>Name</th>
<th>Schedule</th>
<th>Subscribers</th>
<th>Open Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>KUT/X Sustainers</td>
<td>Friday after 3rd Thursday</td>
<td>19,000</td>
<td>46%</td>
</tr>
<tr>
<td>KUT Monthly</td>
<td>1st Tuesday of Month</td>
<td>14,000</td>
<td>23%</td>
</tr>
<tr>
<td>KUT News Weekly</td>
<td>Fridays Weekly</td>
<td>14,000</td>
<td>26%</td>
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<tr>
<td>Cactus Cafe</td>
<td>1st of the Month</td>
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<td>27%</td>
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<tr>
<td>KUTX Monthly</td>
<td>1st Thursday</td>
<td>4,000</td>
<td>25%</td>
</tr>
</tbody>
</table>

The top 10 ATXplained stories
In the last year, more than 1,100 questions and responses were submitted to KUT’s ATXplained project. The idea behind ATXplained? You ask, we answer.
Here are the 10 most popular ATXplained stories of 2018. If you have a burning question about something around Austin, send it to us here.

Thank You to our Sponsors