Listeners, Visitors, Streamers, App and Social Media Users Follow KUT and KUTX
## Comprehensive Marketing Deepens Connections

<table>
<thead>
<tr>
<th>Category and Platform</th>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio and 24/7 Live Audio Streaming</strong></td>
<td>Monthly Unique Listeners</td>
<td>630K</td>
</tr>
<tr>
<td></td>
<td>Monthly Streaming Sessions</td>
<td>1.37M</td>
</tr>
<tr>
<td></td>
<td>Monthly App Sessions</td>
<td>332K</td>
</tr>
<tr>
<td><strong>KUT.org and KUTX.org</strong></td>
<td>Monthly Website Page Views</td>
<td>1.65M</td>
</tr>
<tr>
<td></td>
<td>Monthly Unique Website Visitors</td>
<td>776K</td>
</tr>
<tr>
<td><strong>Podcasts</strong></td>
<td>Monthly Podcast Downloads</td>
<td>471K</td>
</tr>
<tr>
<td><strong>Newsletters</strong></td>
<td>Total Newsletter Subscribers</td>
<td>61K</td>
</tr>
<tr>
<td></td>
<td>Open Rate</td>
<td>32%</td>
</tr>
<tr>
<td><strong>Social Media</strong></td>
<td>Connections</td>
<td>259K</td>
</tr>
</tbody>
</table>

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Monthly Unique Listeners: Nielsen Audio PPM, Austin Metro, Jan-Dec 2019, M-Su 5a-12m, A18+; All other metrics internally sourced Jan-Mar 2020
Display Banners

970x50 Banner
KUT.org
Top of page

300x250 Banner
728x90 Tablet Banner
320x50 Smartphone Banner
KUT.org / KUTX.org
Rich Media Banners

970x50 Expanding Banner
Expands to 970x300
KUT.org
Top of page

300x250 Sidekick Banner
Expands to 850x500
KUT.org / KUTX.org

In-Banner Video
Video embedded in the
970x50 Expanding Banner,
300x250 Sidekick Banner
or 300x250 Banner
KUT.org / KUTX.org

Icon Credit: click by Aybige from the Noun Project
Live Stream Digital Audio Pre-roll

15-second Audio Pre-roll Announcements on KUT or KUTX live streams with companion banners on KUT and KUTX apps
300x480 SynchronizedInterstitial
320x50 Leave-behind Banner
Podcasts

15-second Pre-rolls, Mid-rolls and Post-rolls

Annual Podcast Sponsorships
Program-specific sponsorships including 15-second pre- and post-roll announcements, broadcast promo tags and bank of 15-second sponsorship announcements

Geo-Targeted National Podcasts
Run-of-network, Shows may include The Moth, Ted Talks Daily, 99% Invisible, Snap Judgment 15-second pre-rolls and 30-second mid-rolls

Austin ranks #7 in U.S.
Podcast Use by Market

Source: Nielsen PPM Panel Characteristics Report, Q1 2019
Newsletters

Average open rate for newsletters 32%
Average click rate for newsletters 10%

300x250 Banners | Premium and Standard Placements

A Premium placement is top banner below first story “at the fold”
B Standard positions are clustered together 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>10,000</td>
<td>23%</td>
</tr>
<tr>
<td>KUT News Weekly</td>
<td>Fridays Weekly</td>
<td>12,000</td>
<td>26%</td>
</tr>
<tr>
<td>Cactus Café</td>
<td>1st of the Month</td>
<td>14,000</td>
<td>27%</td>
</tr>
<tr>
<td>KUTX Monthly</td>
<td>1st Thursday</td>
<td>4,500</td>
<td>25%</td>
</tr>
</tbody>
</table>