DIGITAL OVERVIEW

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

## Radio and 24/7 Live Audio Streaming
- **536K** Monthly Unique Listeners
- **344K** KUT
- **237K** KUTX
- **941K** Monthly Streaming Sessions
- **198K** Monthly App Sessions

## KUT.org and KUTX.org
- **916K** Monthly Website Page Views
- **474K** Monthly Unique Website Visitors

## Podcasts
- **272K** Monthly Podcast Downloads

## Newsletters
- **42K** Total Newsletter Subscribers
- **33%** Open Rate

## Social Media
- **300K** Connections

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Monthly Unique Listeners: Nielsen Audio PPM, Austin Metro, May 22 – April 23, M-Su 6a-12m, A18+; All other metrics internally sourced Jan-May 2023
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 Synchronized Interstitial
320x50 Leave-behind Banner
Podcasts

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

Podcasts by KUT and KUTX Studios
Run-of-network, shows may include Texas Standard, The Breaks, Two Guys on Your Head, This Song, ATXPlained, KUT Weekend, Views & Brews
15-second pre- and post-roll announcements

PRX and WNYC Studios Podcasts
Both ranked in the top 20 podcast publishers
Geo-targeting in Nationally Known Podcasts
Run-of-network shows may include The Moth, Ted Talks Daily, Snap Judgment, Ear Hustle
15-second pre-rolls and 30-second mid-rolls

Source: PODTRAC September 2023
Newsletters

300x250 Banners | Premium and Standard Placements

A Premium placement is top banner below first story “at the fold”

- **Top position RON**
- **Top position specific**

B Standard positions are clustered together in sponsorship section

- **Any position RON**
- **Any position specific**

<table>
<thead>
<tr>
<th>Name</th>
<th>Schedule</th>
<th>Subscribers</th>
<th>Unique CTR</th>
<th>Extended Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>KUT/X Sustainers</td>
<td>Tuesday after 3rd Thursday (7a)</td>
<td>23,000</td>
<td>3%</td>
<td>47%</td>
</tr>
<tr>
<td>KUT Daily News</td>
<td>M-F Evenings (6:30p)</td>
<td>11,400</td>
<td>4-5%</td>
<td>39%</td>
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<tr>
<td>KUT Station News</td>
<td>1st Tuesday of the month (7a)</td>
<td>14,800</td>
<td>2-3%</td>
<td>45%</td>
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<tr>
<td>KUTX Music</td>
<td>1st and 3rd Friday every month</td>
<td>11,400</td>
<td>2.5%</td>
<td>54%</td>
</tr>
<tr>
<td>Texas Standard</td>
<td>Every Wednesday morning</td>
<td>2,600</td>
<td>4-6%</td>
<td>55%</td>
</tr>
<tr>
<td>TS Friday Roundup</td>
<td>Every Friday (1:30p)</td>
<td>2,600</td>
<td>~</td>
<td>~</td>
</tr>
</tbody>
</table>

1 – CTR (Click-Through-Rate) represents all links within the email. Based on December 2022 – September 2023.
2 – Extended Engagement: Defined as the % of readers who opened an email (excluding Apple Mail Privacy Protection affected readers) who spent more than eight seconds reading this newsletter. This data could be compared to a more accurate representation of “open rates” as used in the past. Based on June-August 2023.
Newsletters
Expand Your Message With Sponsored Content

Encourage greater engagement with your messages embedded directly into the newsletter.

KUT DAILY NEWSLETTER
Sent Monday–Friday

Sponsored content block within daily newsletter
• 1 content sponsor per day
• 125 words max
• Up to 3 links per
• 1860x1047 photo / image
• Copy edited to match KUT’s style and tone

Campaign reporting
• Average read time
• Click-through rate