



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

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

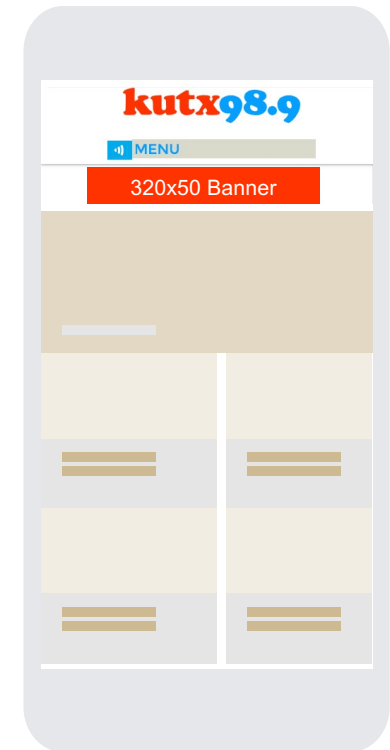
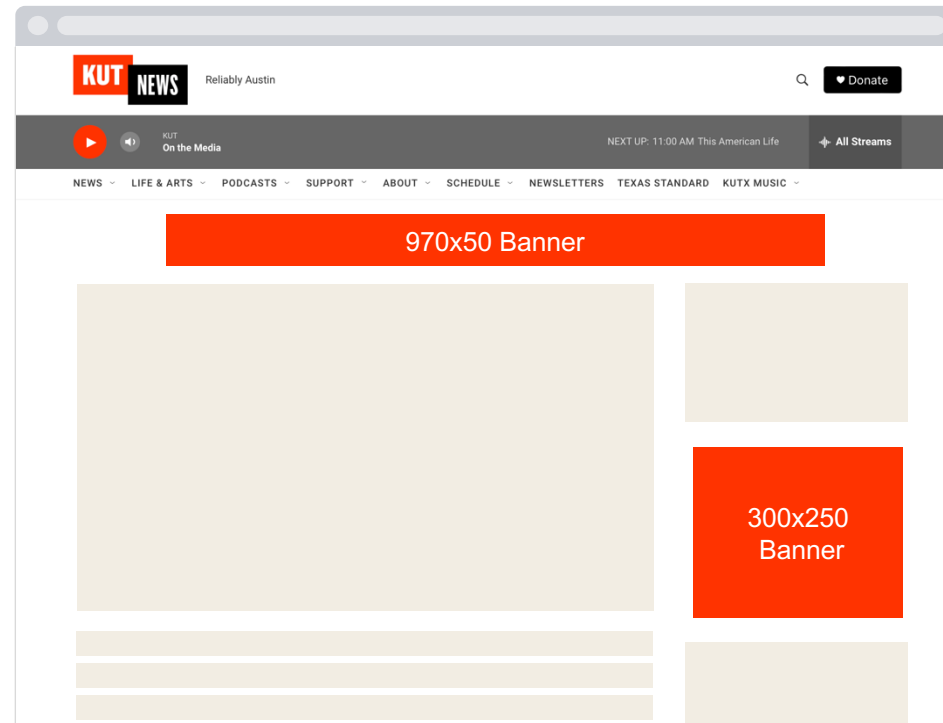
Top of page

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

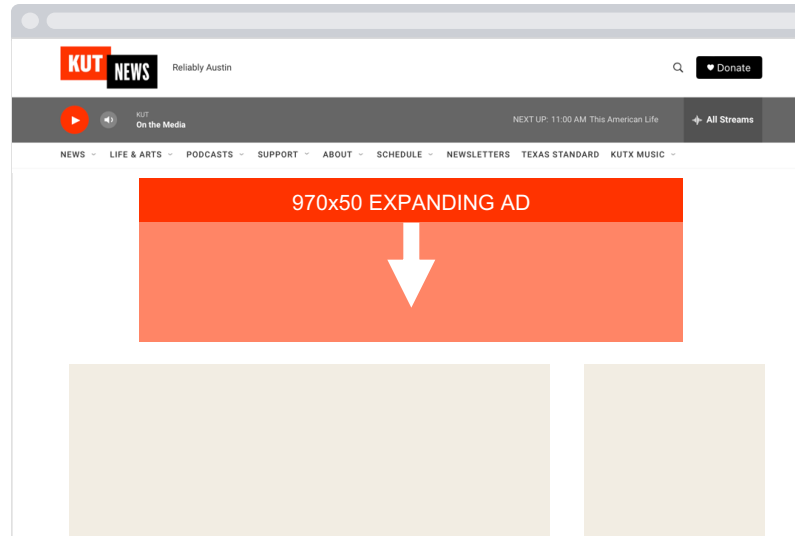
Expands to 850x500

KUT.org / KUTX.org

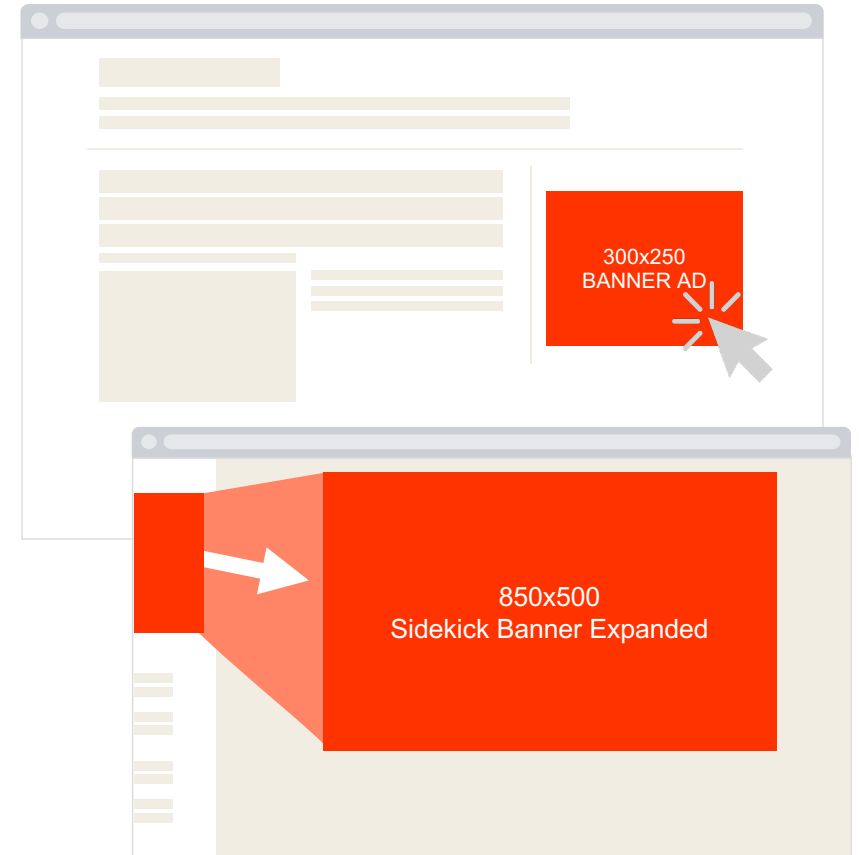
In-Banner Video

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

970x50 Expanding Banner



300x250 Sidekick Banner



Live Stream Digital Audio Pre-roll

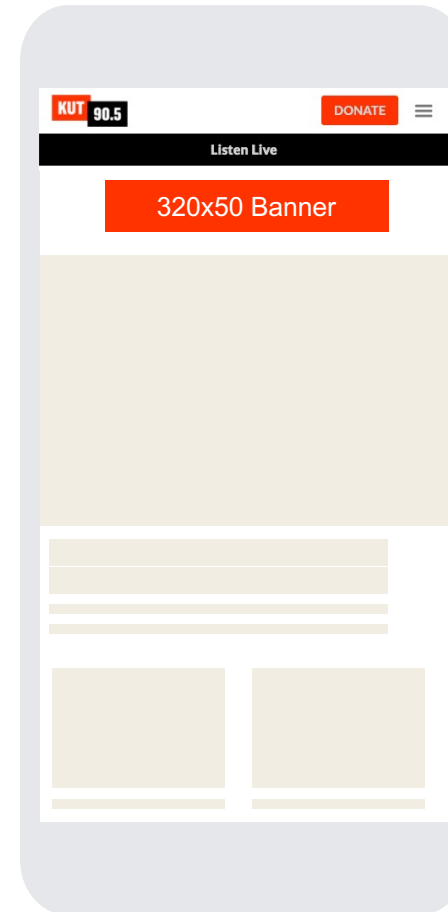
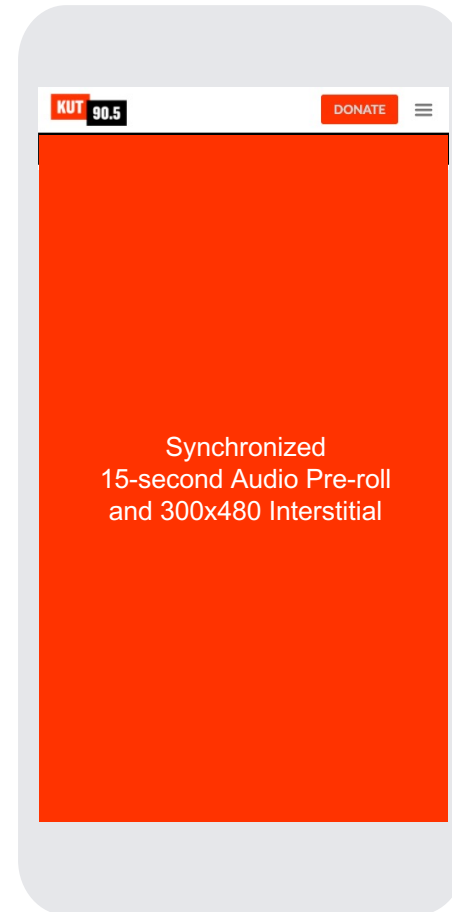
15-second Audio Pre-roll Announcements

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

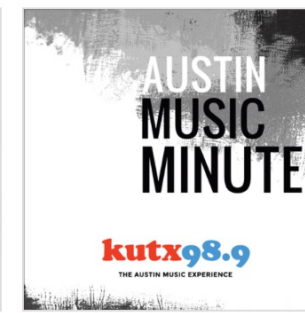
Geo-targeting in Nationally Known Podcasts

Run-of-network shows may include *The Moth*, *Ted Talks Daily*, *Snap Judgment*, *Ear Hustle*

15-second pre-rolls and 30-second mid-rolls



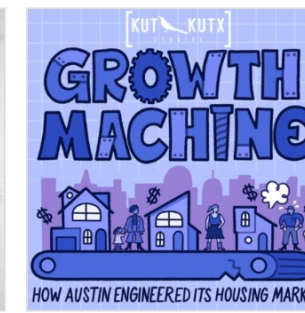
ATXplained



Austin Music Minute



Black Austin Matters



Growth Machine



In Black America



Juneteenth: Are We Really Free?



KUT News Now



Liner Notes



Mind of Texas



Pause/Play



Remembering John Aielli



Song Confessional



song of the day



TEXAS STANDARD



Sugar Land



Tacos of TEXAS

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*

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



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

DAILY NEWSLETTER KUT NEWS RELIABLY AUSTIN

Thursday, November 2, 2023
Tomorrow's Weather: Sunny ☀️ — High of 66° and Low of 46°

FYI: Early voting for the Nov. 7 election ends Friday. Check out our voter guide for Travis, Hays or Williamson counties to learn when and where you can vote, plus what local issues are on your ballot. Happy voting! 🗳️

After a surprise breast cancer diagnosis, a young Austin woman aims to spread awareness

Alma Ramos and her husband on their wedding day. The two moved up their wedding date so Ramos could secure health insurance that would cover surgery to treat breast cancer. Photo Courtesy Of Alma Ramos

By Olivia Aldridge

When Alma Ramos first noticed a lump in her breast, she didn't have health insurance. ~~At the time, she had no health insurance. Her husband and she~~

Sponsored by the University of Texas

CARE TO CHANGE THE WORLD

Social workers support us at some of the defining moments of our lives: illnesses, recoveries, births, deaths and other moments of challenge or transition. Longhorn parents John David and Leslie Moritz are giving back to the students who will care for us with their investments in a new academic department and student scholarships in the Steve Hicks School of Social Work at The University of Texas at Austin.

Read their story about what pushed them to give.

Feeling inspired? **Donate now** to support future social workers and the help they'll provide to countless others.

Text Only

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Text and Logo

Sponsored by The Texas Standard

CARE TO CHANGE THE WORLD

What happens in Texas drives the American narrative. So why let New York, Washington, and Los Angeles shape our sense of the world? Texas Standard delivers timely, thoughtful coverage of politics, lifestyle, the environment, technology, and business from a uniquely Texas perspective.

Hosted by award-winning journalist David Brown, Texas Standard features interviews and reporting that reflect the diversity of the Lone Star State.

Learn more about Texas Standard and the stories it tells about the Lone Star State.

This kind of work couldn't be done without supporters. Feeling inspired? **Donate now** to support Texas Standard and the work they do.



Text and Photo

Sponsored by the University of Texas

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