DIGITAL OVERVIEW
Connect with KERA Audiences Across Platforms
## Comprehensive Marketing Deepens Connections

<table>
<thead>
<tr>
<th>Category</th>
<th>Count</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Radio and 24/7 Live Audio Streaming</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monthly Unique KERA FM Listeners</td>
<td>765K</td>
<td></td>
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<tr>
<td>Monthly Unique KXT Listeners</td>
<td>402K</td>
<td></td>
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<tr>
<td>Monthly Streaming Sessions</td>
<td>925K</td>
<td></td>
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<tr>
<td>Monthly Radio App Sessions</td>
<td>243K</td>
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<tr>
<td><strong>TV</strong></td>
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<tr>
<td>Monthly Unique Viewers</td>
<td>758K</td>
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<tr>
<td><strong>Websites</strong></td>
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<tr>
<td>Monthly Website Page Views</td>
<td>1.1M</td>
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<tr>
<td>Monthly Unique Website Visitors</td>
<td>613K</td>
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<tr>
<td><strong>Podcasts</strong></td>
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<td>Monthly Podcast Downloads</td>
<td>288K</td>
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<td><strong>Newsletters</strong></td>
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<td>Total Newsletter Subscribers</td>
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<tr>
<td><strong>Social Media</strong></td>
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<tr>
<td>Connections</td>
<td>140K</td>
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</tbody>
</table>

*Monthly Unique Listeners: Nielsen Audio PPM, Dallas-Ft. Worth Metro, Apr 2019-May 2020, M-Su 6a-12m, A18+; Monthly Unique Viewers: Nielsen, Dallas-Ft. Worth DMA, Dec 2019-May 2020, P2+; All other metrics internally sourced Nov 2020*
KERA Websites | Display Banners
Associate Your Business with Credible Content in a Brand Safe Environment

970x50 EXPANDING AD
Top center, expands to 970x300

300x250 BANNER AD
Right rail

320x50 MOBILE BANNER AD
Top center

ker.org
970x50 to 970x300 Expanding Ad
300x250 Banner Ad
320x50 Mobile Banner Ad

keranews.org
970x50 to 970x300 Expanding Ad
300x250 Banner Ad
320x50 Mobile Banner Ad

kxt.org
970x50 to 970x300 Expanding Pencil Ad
300x250 Banner Ad

artandseek.org
300x250 Banner Ad

Listening on a mobile device accounts for 30% of all time spent listening to audio — an increase of 67% since 2014

Source: Share of Ear® report, March 2021, Edison Research, Americans 13+
KERA Websites | Rich Media Banners
In-Banner Video and Sidekick Enhance Eye-catching Creativity and Interactivity

**970x50 EXPANDING AD**
Top center, above the fold, expands to 970x300 with space for clickable text or imagery next to the video

**300x250 BANNER AD**
Right rail, with space for clickable text beneath the video

**300x250 SIDEKICK AD**
Right rail, expands to 850x500 to allow for high-impact messaging

**300x250 SIDEKICK AD WITH VIDEO**
Right rail, expands to 850x500 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 attention drawn to an ad
- **23%** more likely to remember brand messaging

*Source: comScore / IAB*
Media Player 24/7 Streaming
Gain Prominent Recognition at the Start of the Stream

15-SECOND PRE-ROLL
Sponsors can target ads on specific audio content.

- kera.org
- kxt.org
Podcasts
Immersive Listening Makes Your Message Memorable

*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.

15-SECOND PRE-ROLL & MID-ROLL

Geo-targeted Nationally Renowned Podcasts from PRX and WNYC Studios

Run-of-network, Shows may include *The Moth, Ted Talks Daily, 99% Invisible, Snap Judgment*

15-SECOND PRE-ROLLS & 30-SECOND MID-ROLLS

About Podcasts
- Users listen on audio player of choice such as iTunes, TuneIn, etc.
- Consumed across laptops, tablets smartphones and smart speakers

Sponsorship Builds Positive Image

76% of public media podcast listeners have a more positive opinion of its sponsors

Source: Edison Research Podcasting Survey, May 2018
**Mobile Apps**
Leverage the High Impact Combination of Audio with Banners

KERA and KXT fans tune in with station mobile apps, available on Apple and Android devices.

**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.*
Newsletter | KERA Insider
Gain Affinity Among Core Fans in an Uncluttered Landscape

Ads in KERA Insider are presented along with top stories.
- Weekly distribution
- 22,000 highly engaged subscribers

300x250 BANNER ADS