DIGITAL OVERVIEW

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

<table>
<thead>
<tr>
<th><strong>Radio and 24/7 Live Audio Streaming</strong></th>
<th><strong>Monthly Unique Listeners</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>627K Monthly Unique KERA FM Listeners</td>
</tr>
<tr>
<td></td>
<td>438K Monthly Unique WRR Listeners</td>
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<tr>
<td></td>
<td>390K Monthly Unique KXT Listeners</td>
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<tr>
<td></td>
<td>925K Monthly Streaming Sessions</td>
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<tr>
<td></td>
<td>243K Monthly Radio App Sessions</td>
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</tbody>
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<table>
<thead>
<tr>
<th><strong>TV</strong></th>
<th><strong>Monthly Unique Viewers</strong></th>
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<tbody>
<tr>
<td></td>
<td>1M Monthly Unique Viewers</td>
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<table>
<thead>
<tr>
<th><strong>Websites</strong></th>
<th><strong>Monthly Website Metrics</strong></th>
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<tbody>
<tr>
<td></td>
<td>1.1M Monthly Website Page Views</td>
</tr>
<tr>
<td></td>
<td>613K Monthly Unique Website Visitors</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Podcasts</strong></th>
<th><strong>Monthly Podcast Downloads</strong></th>
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<tbody>
<tr>
<td></td>
<td>288K Monthly Podcast Downloads</td>
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<table>
<thead>
<tr>
<th><strong>Newsletters</strong></th>
<th><strong>Total Newsletter Subscribers</strong></th>
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<tbody>
<tr>
<td></td>
<td>79K Total Newsletter Subscribers</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Social Media</strong></th>
<th><strong>Connections</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>169K Connections</td>
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</tbody>
</table>

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Monthly Unique Listeners: Nielsen Audio PPM, Dallas-Ft. Worth Metro, Nov 2021-Oct 2022, M-Su 6a-12m, A18+; Monthly Unique Viewers: Nielsen, Dallas-Ft. Worth DMA, Nov 2021-Oct 2022, M-Su 5a-5a, 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

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+*

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**kera.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
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, Snap Judgment* and *Radiolab*

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% took action in response to a sponsorship message in an NPR podcast

Source: NPR Podcast Sponsorship Survey, February 2022
Mobile Apps
Leverage the High Impact Combination of Audio with Banners

KERA, KXT, and WRR fans tune in with station mobile apps, available on Apple and Android devices. These apps deliver content ondemand, available at the tap of a finger.

Listeners tune in live or listen to shows that just aired with the rewind feature on KERA News.

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.
Newsletters
Expand Your Message With Sponsored Content

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

**KERA NEWS DAILY NEWSLETTER**
Monday – Friday at 7pm
- **16,445 subscribers**

Sponsored content block within daily newsletter
- 1 content sponsor per day
- 150 words max
- Up to 3 links per
- 620x349 photo / image
- Copy edited to match KERA's style and tone

Campaign reporting
- Average read time
- Click-through rate

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**Text Only**

**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 Mottz 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.

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**Text and Photo**

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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