

DIGITAL OVERVIEW

Connect with KERA Audiences Across Platforms

The KERA logo is a white speech bubble with a tail pointing towards the bottom left, containing the word "KERA" in a bold, black, sans-serif font.

KERA

Comprehensive Marketing Deepens Connections

Radio and 24/7 Live Audio Streaming	627K Monthly Unique KERA FM Listeners
	438K Monthly Unique WRR Listeners
	390K Monthly Unique KXT Listeners
	925K Monthly Streaming Sessions
	243K Monthly Radio App Sessions
TV	1M Monthly Unique Viewers
Websites	1.1M Monthly Website Page Views
	613K Monthly Unique Website Visitors
Podcasts	288K Monthly Podcast Downloads
Newsletters	79K Total Newsletter Subscribers
Social Media	169K Connections

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

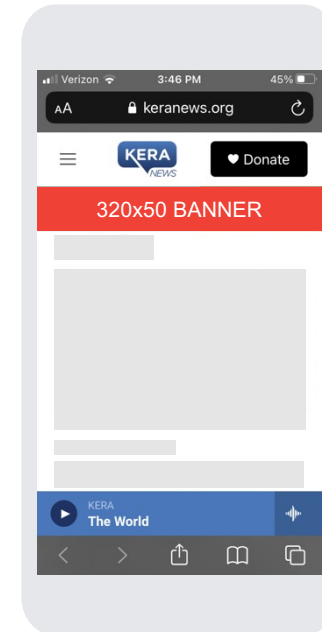
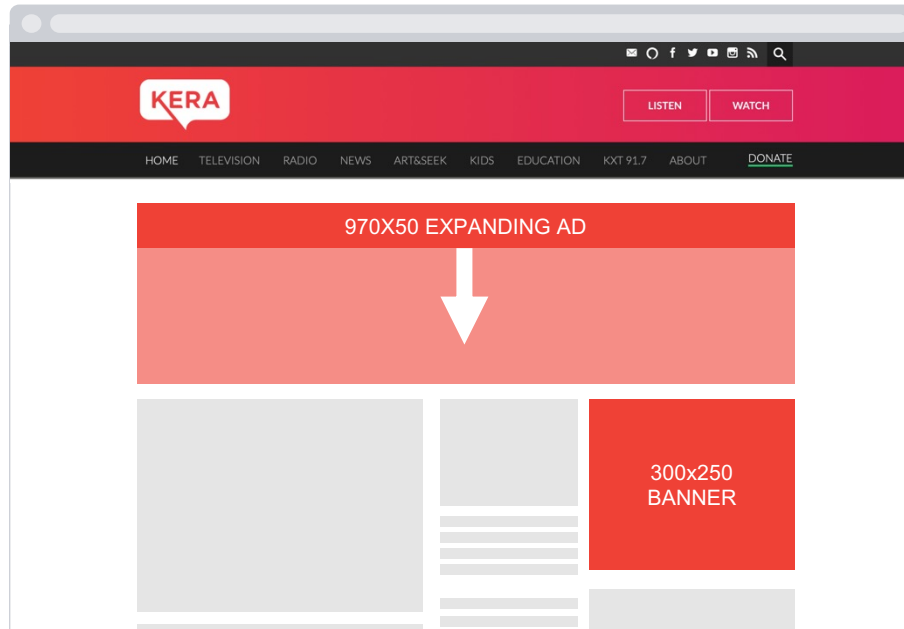
Top center,
expands to 970x300

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+

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

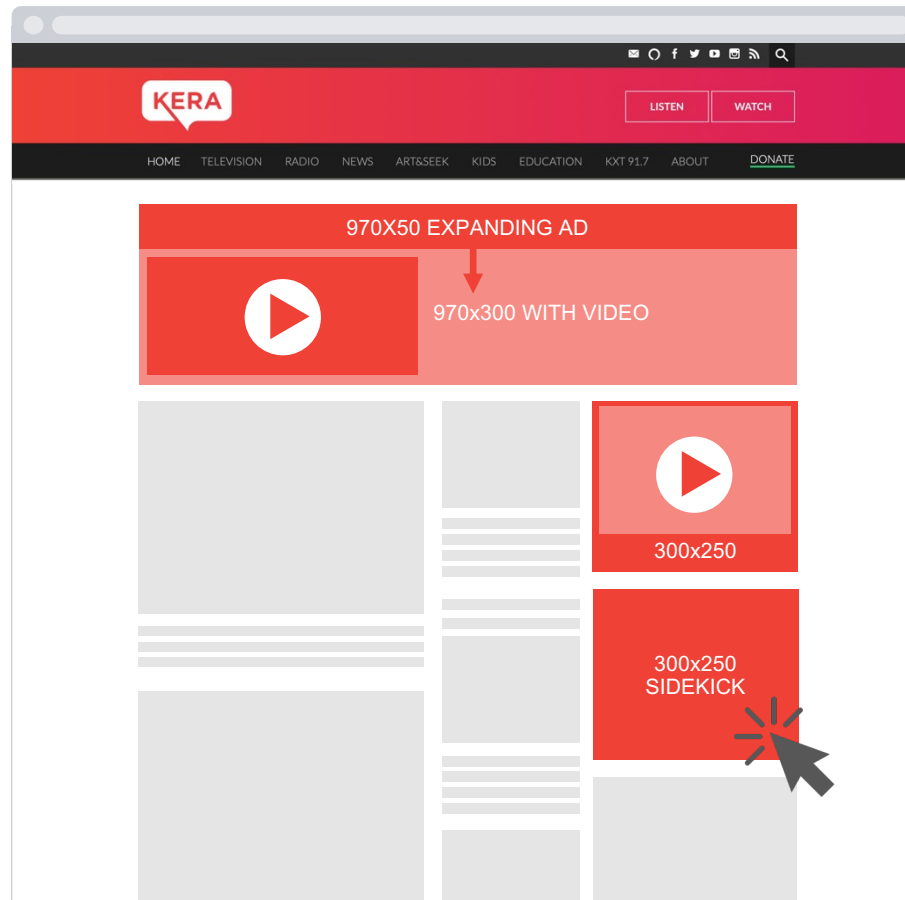
Right rail, with space for clickable text beneath the video

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

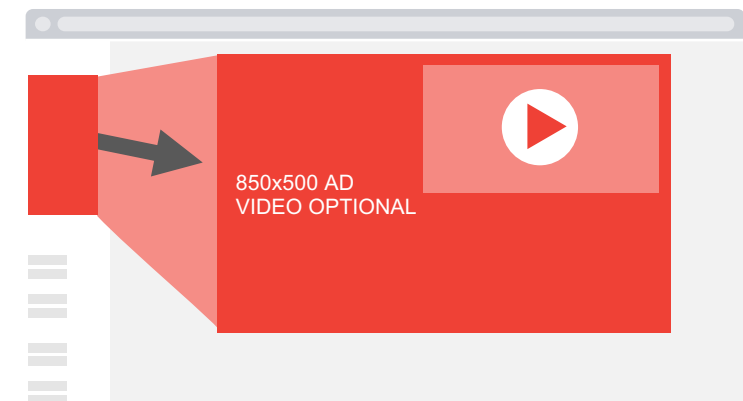


When rich media is used in place of standard banners, site visitors are:

43% more likely to have attention drawn to an ad

23% more likely to remember brand messaging

Source: comScore / IAB



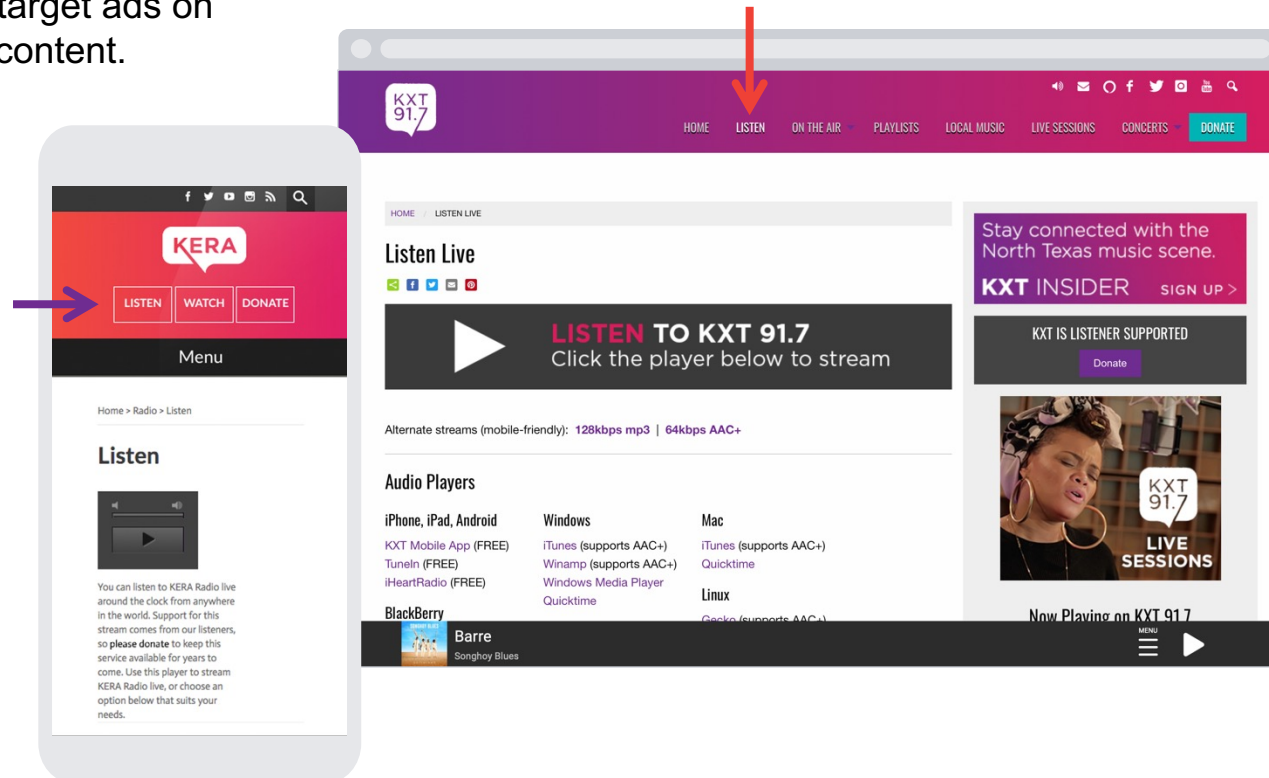
Media Player 24/7 Streaming

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

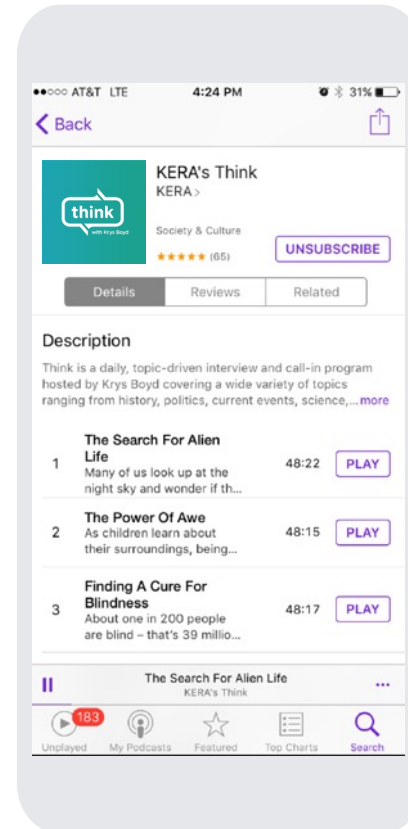
Think with Host Krys Boyd features in-depth interviews with compelling guests, covering a wide variety of topics: history, politics, current events, science, technology, cultural trends, food and wine, travel, adventure and entertainment.

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

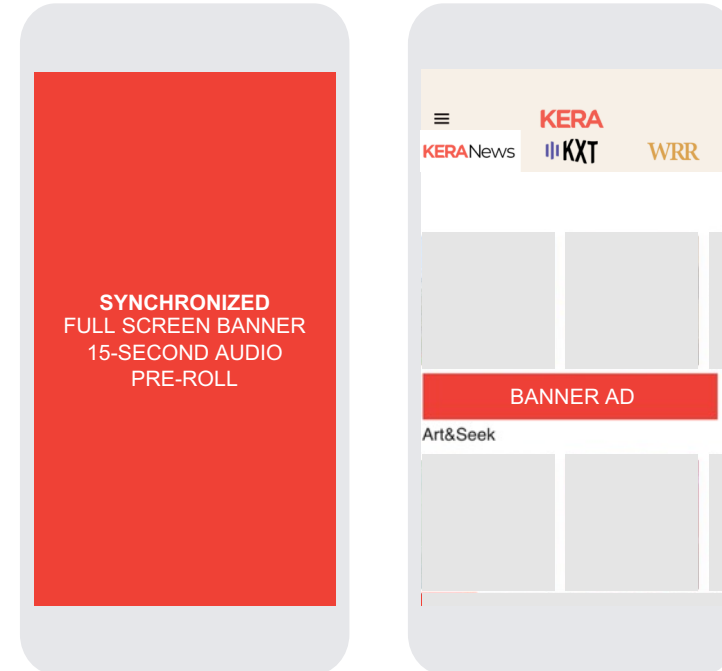
KERA, KXT, and WRR fans tune in with station mobile apps, available on Apple and Android devices. These apps deliver content on-demand, available at the tap of a finger.

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

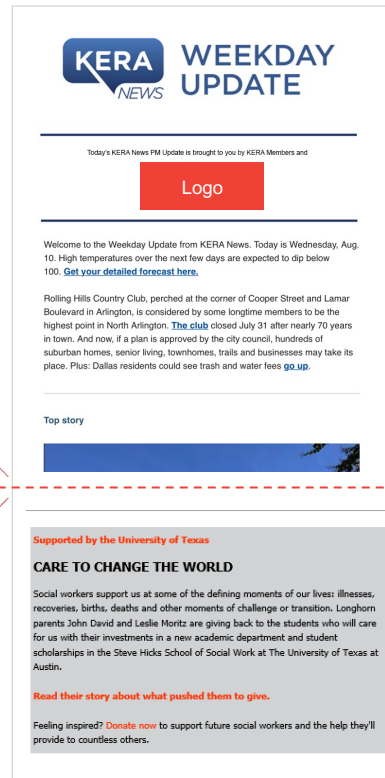
- **16,445 subscribers**

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



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 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 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

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Screenshots from KUT Austin for demonstration purposes only

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

