Digital Overview

THE KUER AUDIENCE CONNECTS ACROSS PLATFORMS
## Comprehensive Marketing Deepens Connections

<table>
<thead>
<tr>
<th></th>
<th>Monthly Unique Listeners</th>
<th>Monthly Streaming Sessions</th>
<th>Monthly Website Page Views</th>
<th>Monthly Unique Website Visitors</th>
<th>Monthly Sessions</th>
<th>Total Newsletter Subscribers</th>
<th>Open Rate</th>
<th>Connections</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>24/7 Audio Streaming</strong></td>
<td><strong>47K</strong></td>
<td></td>
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</tr>
<tr>
<td><strong>Website</strong></td>
<td></td>
<td></td>
<td><strong>300K</strong></td>
<td><strong>155K</strong></td>
<td></td>
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<tr>
<td><strong>App</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>85K</strong></td>
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<tr>
<td><strong>Newsletters</strong></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td><strong>39K</strong></td>
<td><strong>35%</strong></td>
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<tr>
<td><strong>Social Media</strong></td>
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<td></td>
<td></td>
<td><strong>37K</strong></td>
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</tr>
</tbody>
</table>

Monthly Unique Listeners: Nielsen Audio PPM, Austin Metro, Jan-Dec 2019, M-Su 5a-12m, A18+; All other metrics internally sourced Jan-Mar 2020
Display Banners

970x50 Expanding Banner
Top center, expands to 970x300

300x250 Banner
Right rail

320x50 Smartphone Banner
Top center
Live Stream Digital Audio Pre-roll

15-second Audio Pre-roll
Mobile App

Synchronized 15-second Audio Pre-roll and Full Screen Display Ad
See specs for full list of sizes

Leave-behind Banners
See specs for full list of sizes
**Newsletters**

**Banners**

<table>
<thead>
<tr>
<th>NEWSLETTER</th>
<th>STATION INSIDER</th>
<th>SPONSOR PROMO</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD SIZE</td>
<td>1200x150</td>
<td>1200x628</td>
</tr>
<tr>
<td>SUBSCRIBERS</td>
<td>25,000</td>
<td>14,000</td>
</tr>
<tr>
<td>SCHEDULE</td>
<td>Fridays</td>
<td>Tuesdays</td>
</tr>
</tbody>
</table>

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**Station Insider**

December 7, 2019

Did you hear? It was "Station at the Park" weekend! We just happen to have a brand new pair of custom 100.1FM mugs, and we're in a hand-dye mood this week. Get your own when you make your preferred donation. — and thanks!

— Station Insider

Super PAC sets its sights on Medicaid: A pro-Trump nonprofit is spending $158,489 pro-health TV advertisements targeting Rep. ray McDonald. The Utah Democrat, who was his seat by just 0.2% in 2012, voted with his party to pursue an impeachment inquiry in October.

How a bill became a rule: Gov. Gary Herbert has introduced a bill to ban controlled substances with 0.2% marx. It's closely related to a bill that failed in the Utah legislature earlier this year, but this time, supporters include the Church of Jesus Christ of Latter-day Saints, UTA's Law Firms, the Utah League of Cities and Counties, and the Utah Consumer Advocacy Network.

Dance and the wet bars: A stretch of State Highway 14 between Monticello and Blake Ridge is one of the most dangerous places to drive in Utah. That's because it's a major corridor for alcohol. To address the issue, the Utah Department of Transportation is expanding the number of tunnels to keep deer off the highway.

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**1200x628 Banner**

**50% off select seats for The Hip Hop Nutcracker**

**1200x150 Banner**

Support KUER | View this email in your browser

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**1200x628 Banner**

Support KUER | View this email in your browser

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Station Happenings