

DIGITAL OVERVIEW

THE KUER AUDIENCE CONNECTS
ACROSS PLATFORMS



Comprehensive Marketing Deepens Connections

24/7 Audio Streaming	77K	Monthly Unique Listeners
	462K	Monthly Streaming Sessions
Website	159K	Monthly Website Page Views
	61K	Monthly Unique Website Visitors
App	6K	Monthly Users
Newsletters	24K	Newsletter Subscribers
	40%	Open Rate
Social Media	23K	Connections

KUER.org Display

Associate your Business with Credible Content in a Brand Safe Environment

970x50 EXPANDING BANNER

Top center, expands to 970x300

300x250 BANNER

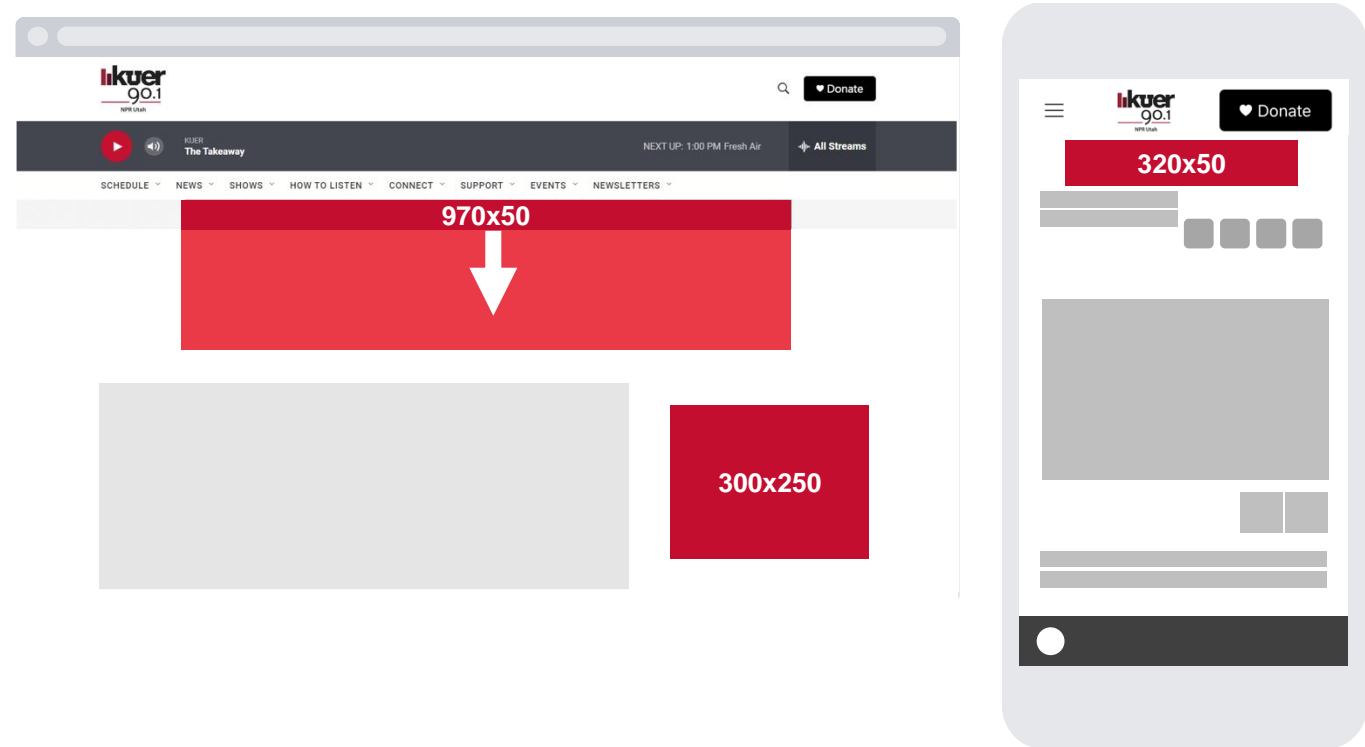
Right rail

320x50 SMARTPHONE BANNER

Top center

65% of consumers say they are likely to **stop buying from a brand that advertises next to misinformation.**

Source: Integral Ad Science Age of Misinformation Research 2022



Live Stream Digital Audio Pre-roll

Gain Recognition at the Start of the Stream

15-SECOND AUDIO PRE-ROLL

KUER listeners can access the stream from their computer, smart speaker, phone, car and through the KUER app. Whichever way they connect they'll hear your message before the live programming begins.

Of public radio listeners
who stream audio,
2 out of 3
listen to their favorite
public radio station's
stream weekly

Source: Public Radio Techsurvey 2021,
Jacobs Media

Mobile App

Leverage the High Impact Combination of Audio with Banners

SYNCHRONIZED 15-SECOND AUDIO PRE-ROLL AND FULL SCREEN DISPLAY AD

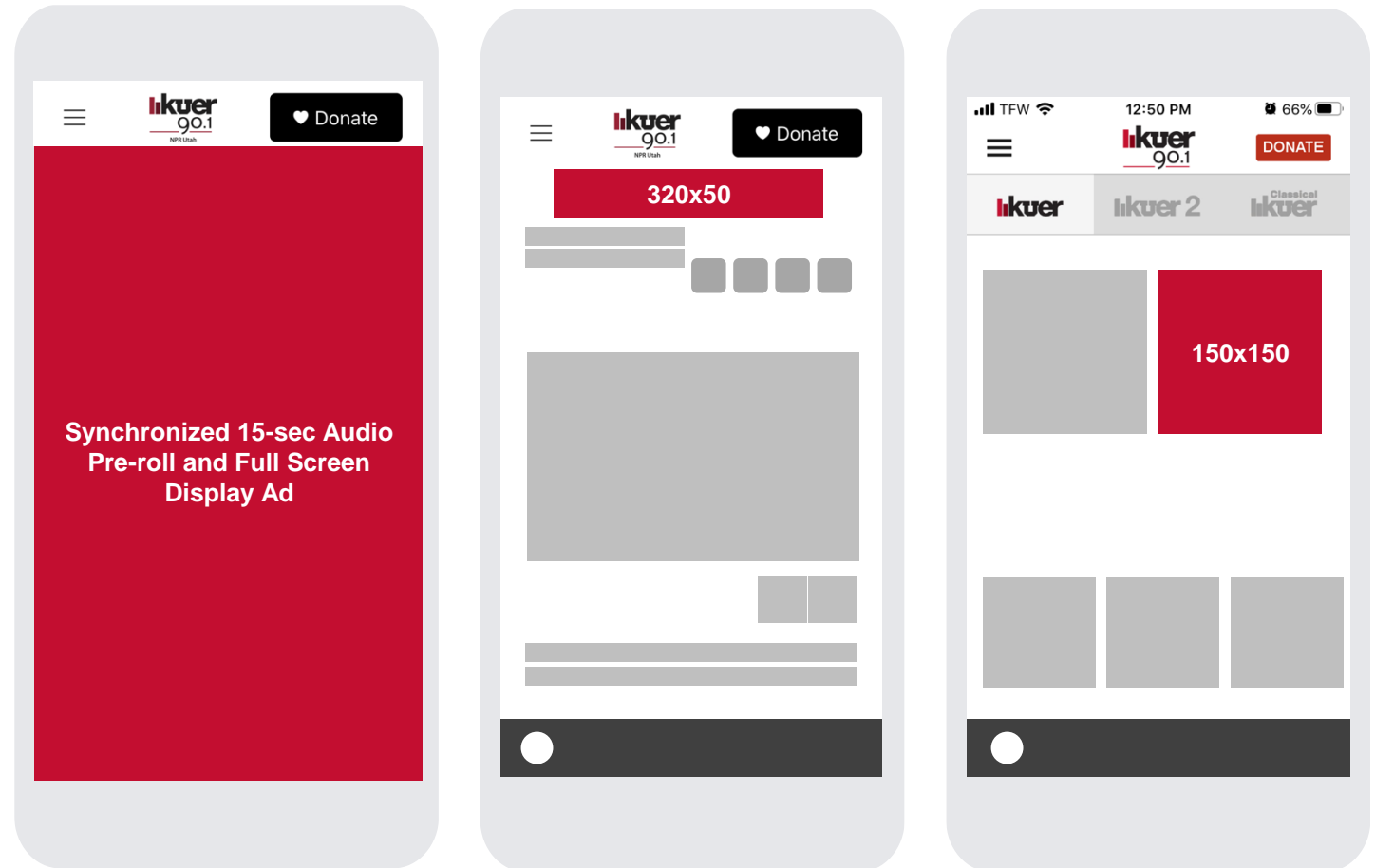
See specs for full list of sizes

LEAVE-BEHIND BANNERS

See specs for full list of sizes

In a survey of primarily public radio station members who downloaded a news, radio or music app, **more chose their local public radio station app than YouTube, Spotify, Pandora and Amazon Music.**

Source: Public Radio Techsurvey 2022, Jacobs Media

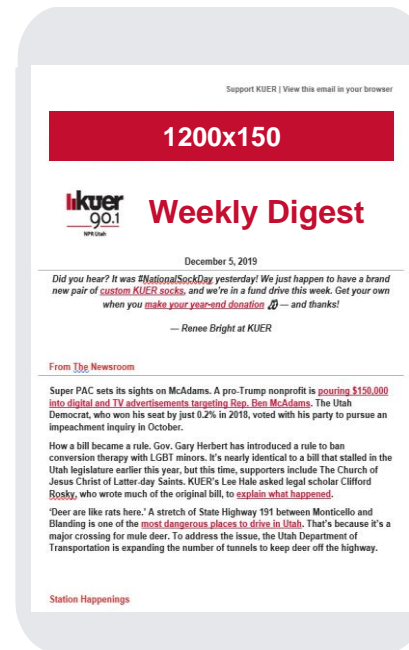
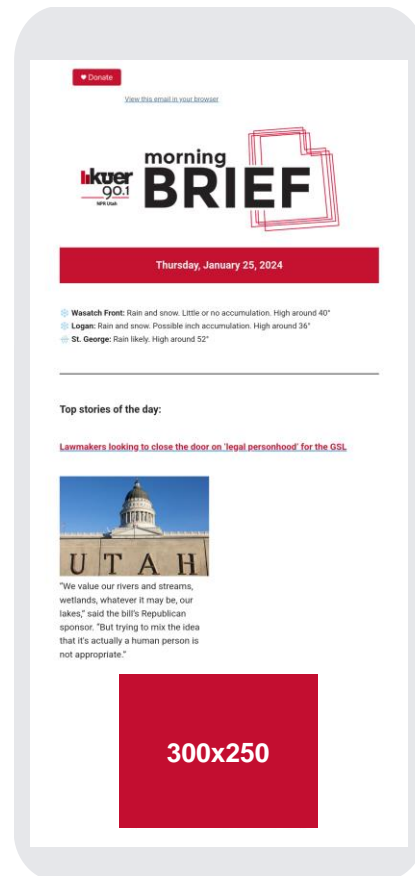


Newsletters

Engage Core KUER Fans

The uncluttered landscape of KUER newsletters lends high visibility for your banner.

Morning Brief
300x250 BANNER
Newly launched
Sent Monday – Friday



Weekly Digest
1200x150 BANNER
24,000 subscribers
Sent Fridays

Sponsor Promo

Attract Customers with a Dedicated Email

The sponsor promo email gives you 100% share-of-voice and the space to fully articulate the value proposition of your event or business, ensuring maximum visibility and impact.

SPONSORED CONTENT

Your marketing message

1200x628 BANNER

15,000 Subscribers

Sent Tuesdays

