DIGITAL OVERVIEW

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Metric</th>
<th>Data</th>
</tr>
</thead>
<tbody>
<tr>
<td>24/7 Audio Streaming</td>
<td>Unique Listeners</td>
<td>77K</td>
</tr>
<tr>
<td></td>
<td>Sessions</td>
<td>462K</td>
</tr>
<tr>
<td>Website</td>
<td>Website Page Views</td>
<td>159K</td>
</tr>
<tr>
<td></td>
<td>Unique Website Visitors</td>
<td>61K</td>
</tr>
<tr>
<td>App</td>
<td>Users</td>
<td>6K</td>
</tr>
<tr>
<td>Newsletters</td>
<td>Subscribers</td>
<td>24K</td>
</tr>
<tr>
<td></td>
<td>Open Rate</td>
<td>40%</td>
</tr>
<tr>
<td>Social Media</td>
<td>Connections</td>
<td>23K</td>
</tr>
</tbody>
</table>

Google Analytics Feb 2022-Mar 2023
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