



DIGITAL OVERVIEW

Listeners, Visitors, Streamers, App and Social Media Users Follow KUT and KUTX



AUSTIN'S NPR STATION



THE AUSTIN MUSIC EXPERIENCE

Comprehensive Marketing Deepens Connections

Radio and 24/7 Live Audio Streaming	540K Monthly Unique Listeners
	1.37M Monthly Streaming Sessions
	332K Monthly App Sessions
KUT.org and KUTX.org	1.65M Monthly Website Page Views
	776K Monthly Unique Website Visitors
Podcasts	471K Monthly Podcast Downloads
Newsletters	49K Total Newsletter Subscribers
	33% Open Rate
Social Media	259K Connections

Monthly Unique Listeners: Nielsen Audio PPM, Austin Metro, Jan-Dec 2021, M-Su 6a-12m, A18+; All other metrics internally sourced Jan-Mar 2020

Display Banners

970x50 Banner

KUT.org

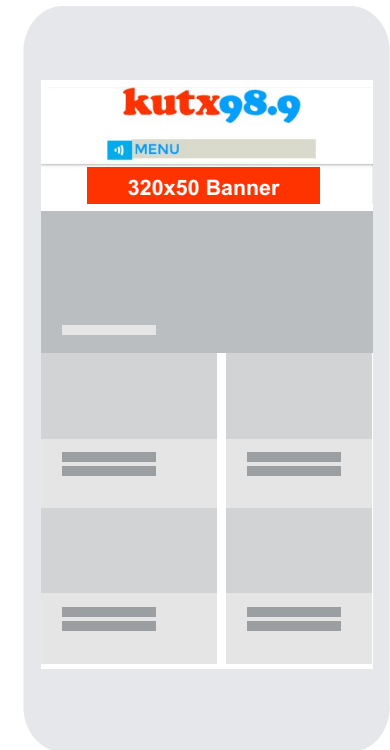
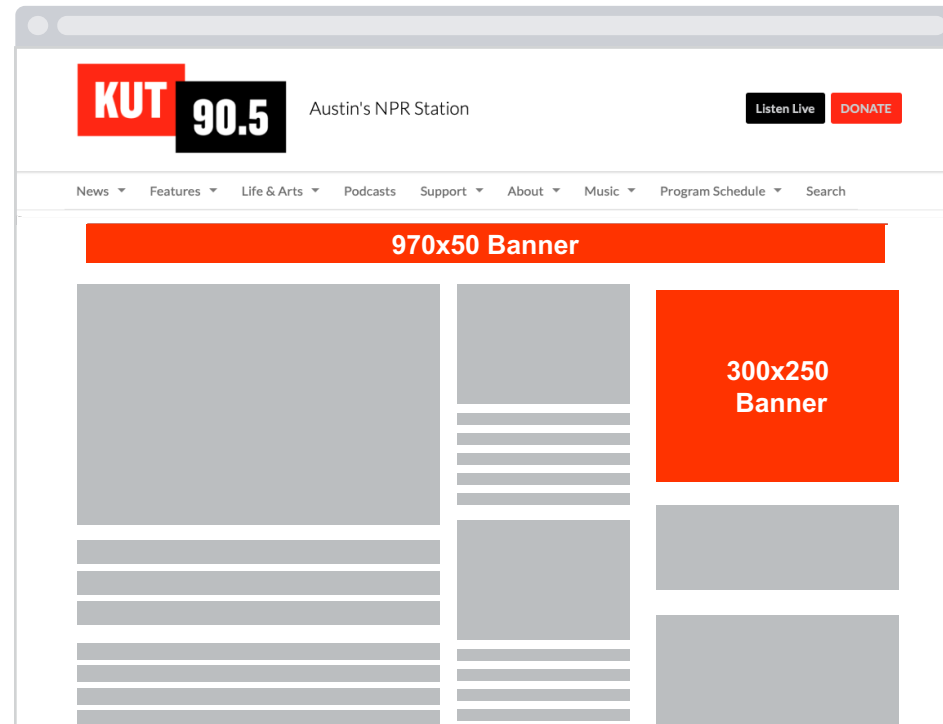
Top of page

300x250 Banner

728x90 Tablet Banner

320x50 Smartphone Banner

KUT.org / KUTX.org



Rich Media Banners

970x50 Expanding Banner

Expands to 970x300

KUT.org

Top of page

300x250 Sidekick Banner

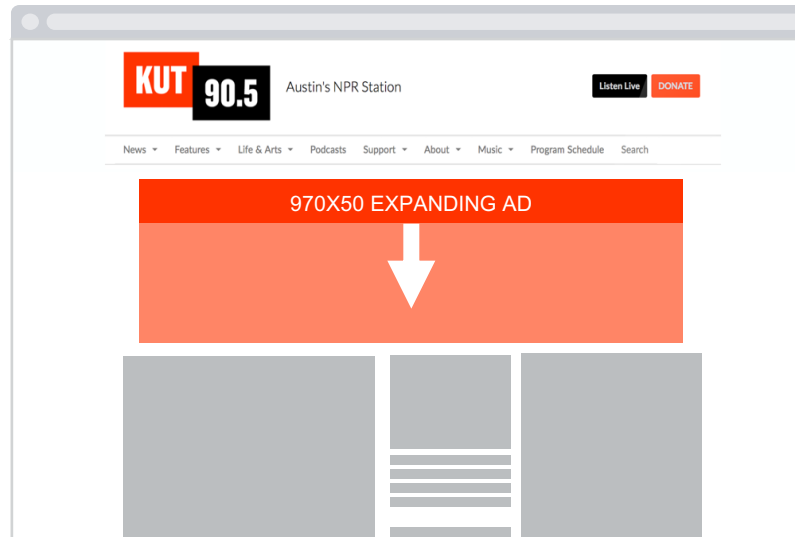
Expands to 850x500

KUT.org / KUTX.org

In-Banner Video

Video embedded in the
970x50 Expanding Banner,
300x250 Sidekick Banner
or 300x250 Banner
KUT.org / KUTX.org

970x50 Expanding Banner



300x250 Sidekick Banner



Live Stream Digital Audio Pre-roll

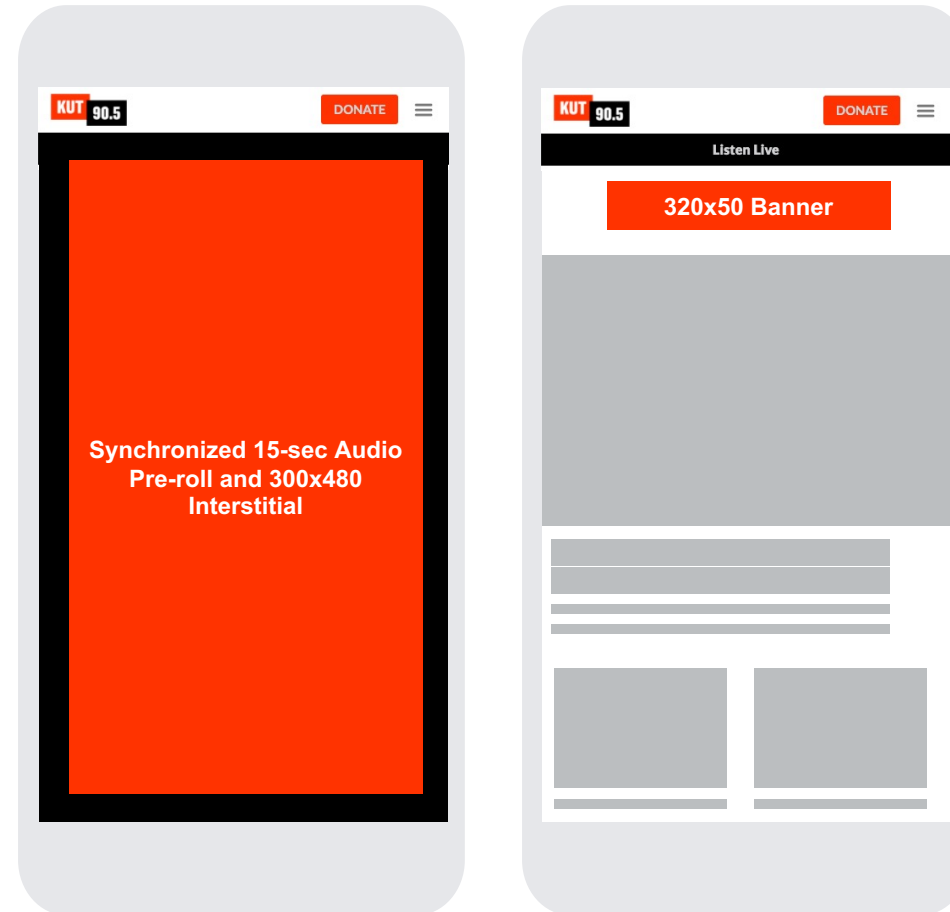
15-second Audio Pre-roll Announcements

on KUT or KUTX live streams

with companion banners on KUT and KUTX apps

300x480 Synchronized Interstitial

320x50 Leave-behind Banner



Podcasts

15-second Pre-rolls,
Mid-rolls and Post-rolls



Annual Podcast Sponsorships

Program-specific sponsorships including
15-second pre- and post-roll announcements,
broadcast promo tags and bank of
15-second sponsorship announcements

Geo-Targeted National Podcasts

Run-of-network, Shows may include *The Moth*,
Ted Talks Daily, *99% Invisible*, *Snap Judgment*
15-second pre-rolls and 30-second mid-rolls



ATXplained



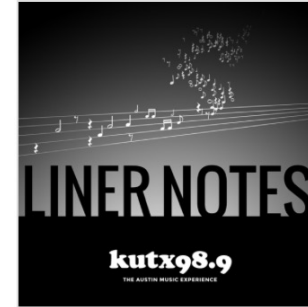
Austin Music Minute



Black Austin Matters



In Black America



Liner Notes



Pause/Play



Song Confessional



Song of the Day



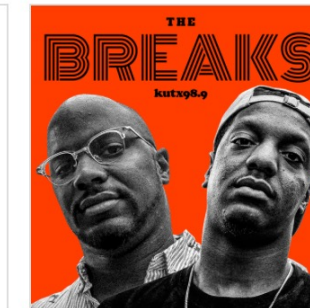
Stories from Texas



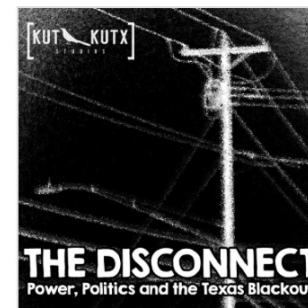
Tacos of Texas



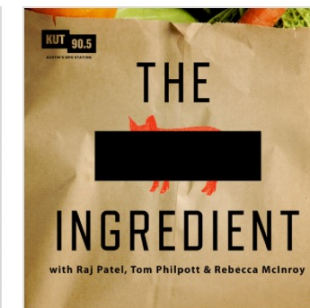
Texas Standard



The Breaks



THE DISCONNECT
Power, Politics and the Texas Blackout



THE
INGREDIENT
with Raj Patel, Tom Philpott & Rebecca McInroy



2 GUYS ON YOUR HEAD
KUT 90.5
AUSTIN'S NPR STATION



TEXAS STANDARD

Newsletters

300x250 Banners | Premium and Standard Placements

- A** Premium placement is top banner below first story “at the fold”
- B** Standard positions are clustered together in sponsorship section

Name	Schedule	Subscribers	Open Rate
<i>KUTX Sustainers</i>	Friday after 3 rd Thursday	19,000	39%
<i>KUT News Daily</i>	M-F Evenings	12,000	41%
<i>KUT Listener</i>	1 st Tuesday of the month	10,000	35%
<i>KUTX Listener</i>	1 st Thursday of the month	4,500	37%
<i>Texas Standard</i>	Every Wednesday morning	3,400	35%

