THE SOURCE OF NEWS AND ENTERTAINMENT FOR COASTAL ALASKA

Public radio broadcasts to nearly 40 communities and adjacent fishing grounds across Southeast Alaska and the Aleutians.

- **KTOO/KRNN/KXLL Juneau** Excursion Inlet/Gustavus/Hoonah/Icy Strait
- **KCAW Sitka** Angoon/Elfin Cove/Kake/Pelican/Port Alexander/Tenakee Springs/Yakutat
- **KFSK Petersburg** Kupreanof/Point Baker/Rocky Pass/Sumner Straight
- **KSTK Wrangell** Coffman Cove/Thom’s Place
- **KRBD Ketchikan** Craig/Edna Bay/Hollis/Hydaburg/Kasaan/Klawock/Metlakatla/Saxman/Thorne Bay
- **KUCB Unalaska** Dutch Harbor

Connect your message to an established and engaged listening audience who lives, works, and plays across Southeast Alaska and the Aleutians.

Sponsoring public radio programming is a powerful way to support local communities.

Public Radio provides essential services such as local news coverage and weather alerts that keep Alaskan communities healthy and resilient.

PROMOTE YOUR BRAND

71% of listeners hold a more positive opinion of companies that support NPR.

66% of listeners prefer to do business with companies that support NPR.

(Source: Kantar, NPR State of Sponsorship Survey, April 2020)
ENGAGE ALASKANS THROUGH MULTIPLE PLATFORMS

CoastAlaska's multi-station, multi-platform strategy leads to deeper connections with your current and potential customers.

- RADIO
- TELEVISION
- DIGITAL
- EVENTS

BUSINESS TESTIMONIALS

As a regional university, we depend on a strong connection to our community. Underwriting public radio allows UAS to reach potential students, parents, and adult learners; it helps us to tell our story and to keep UAS vital in the minds of the public. I recommend underwriting public radio with CoastAlaska because their audiences are loyal listeners who value the same things we do: curiosity, education, and investment in their communities and the world.

*University of Alaska Southeast*

Alison Krein, Creative Manager

Public radio is an essential tool for public health. Whether it's information about a local support meeting, a tsunami, a pandemic or the local breast cancer screening options, public radio amplifies messaging and underscores its value for the public good. Underwriting with the reach of CoastAlaska has helped SEARHC communicate important changes in our healthcare systems and update communities with current best practices. If the message of your organization is like a seed that you hope will grow in your audience's mind, then CoastAlaska is the wind that scatters it to the fertile ground where it will thrive.

*Southeast Alaska Regional Health Consortium*

Martha Pearson, Health Promotion Division Director

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RADIO UNDERWRITING RATES

Rates are net for each station.

<table>
<thead>
<tr>
<th>DAY PART</th>
<th>TIMES (Station times may vary)</th>
<th>KTOO Juneau</th>
<th>KRNN Juneau</th>
<th>KXLL Juneau</th>
<th>KCAW Sitka</th>
<th>KRBD Ketchikan</th>
<th>KSTK Wrangell</th>
<th>KFSK Petersburg</th>
<th>KUCB Unalaska</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime Time &amp; Premium Programming</td>
<td>Mon-Fri: 6A-9A &amp; 4P-6P Sat: 9A-5P</td>
<td>$35/credit</td>
<td>$15/credit</td>
<td>$15/credit</td>
<td>$24/credit</td>
<td>$22/credit</td>
<td>$18/credit</td>
<td>$19/credit</td>
<td>$15/credit</td>
</tr>
<tr>
<td></td>
<td>ROS Mon-Sun: 6A-10P</td>
<td>$25/credit</td>
<td>$15/credit</td>
<td>$15/credit</td>
<td>$18/credit</td>
<td>$20/credit</td>
<td>$16/credit</td>
<td>$17/credit</td>
<td>$15/credit</td>
</tr>
<tr>
<td>EPSA’s (29 sec in length)</td>
<td>Mon-Sun: 6A-10P</td>
<td>Same As Above</td>
<td>Same As Above</td>
<td>Same As Above</td>
<td>Same As Above</td>
<td>Same As Above</td>
<td>Same As Above</td>
<td>$19/credit</td>
<td>$10/credit</td>
</tr>
<tr>
<td>Web Tiles (300x250)</td>
<td>Website Sidebar</td>
<td>$500/month buys tile on all 3 stations</td>
<td>$250/month</td>
<td>$200/month</td>
<td>$75/month</td>
<td>$150/month</td>
<td>$75/month</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Roll (15 sec in length)</td>
<td>Listen Live Online</td>
<td>$15/CPM</td>
<td>$15/CPM</td>
<td>$15/CPM</td>
<td>$15/CPM</td>
<td>$15/CPM</td>
<td>$15/CPM</td>
<td>$15/CPM</td>
<td></td>
</tr>
</tbody>
</table>

* KHNS/Haines – Prime $21/credit and ROS $19/credit. KHNS also broadcasts to Skagway and Klukwan.
* Rates are NET to CoastAlaska for each station.