


## — 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

- KTOO/KRNN/KXLL JUNEAU  
EXCURSION INLET/GUSTAVUS/  
HOONAH/ICY STRAIT



- KAW 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

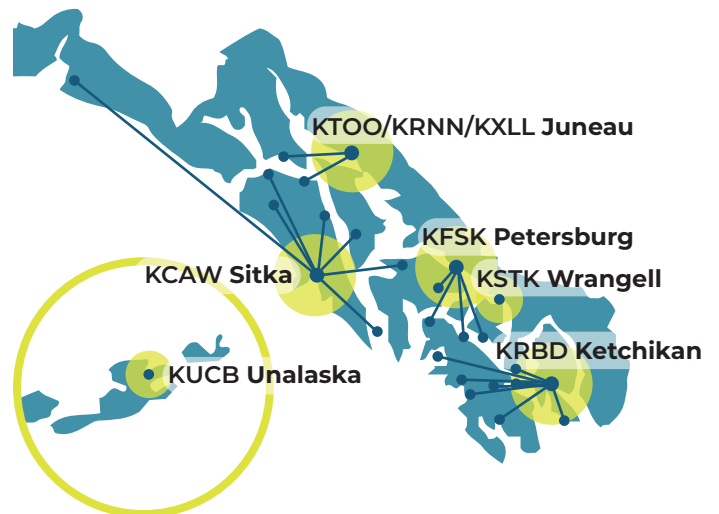


- KRBD KETCHIKAN  
CRAIG/EDNA BAY/HOLLIS/  
HYDABURG/KASAAN/  
KLAWOCK/METLAKATLA/  
SAXMAN/THORNE BAY



- 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.



## 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*

## RADIO UNDERWRITING RATES

*Rates are net for each station  
Sponsorship credits: 15 seconds in length*

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

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