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

- **KTOO/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/THORN BAY
- **KUCB/UNALASKA**: DUTCH HARBOR

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

RADIO UNDERWRITING RATES

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

<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>RADIO</td>
<td>Prime Time &amp; Premium Programming</td>
<td>Mon-Fri: 6A-9A &amp; 4P-6P Sat: 9A-5P</td>
<td>$32/credit</td>
<td>$17/credit</td>
<td>$22/credit</td>
<td>$24/credit</td>
<td>$22/credit</td>
<td>$18/credit</td>
<td>$19/credit</td>
</tr>
<tr>
<td></td>
<td>ROS</td>
<td>Mon-Sun: 6A-10P</td>
<td>$22/credit</td>
<td>$14/credit</td>
<td>$17/credit</td>
<td>$21/credit</td>
<td>$20/credit</td>
<td>$16/credit</td>
<td>$17/credit</td>
</tr>
<tr>
<td></td>
<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>Same As Above</td>
</tr>
<tr>
<td>DIGITAL</td>
<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>
</tr>
<tr>
<td></td>
<td>Pre-Roll (15 sec in length)</td>
<td>Listen Live Online</td>
<td>$15/CPM</td>
<td>$15/CPM</td>
<td>$15/CPM (2 wk min)</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 effective FY21 July 1, 2020.