


Media Kit 2020

COASTALASKA.ORG

(907) 586-1670 | 360 EGAN DRIVE, JUNEAU, AK 99801

— 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



- 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

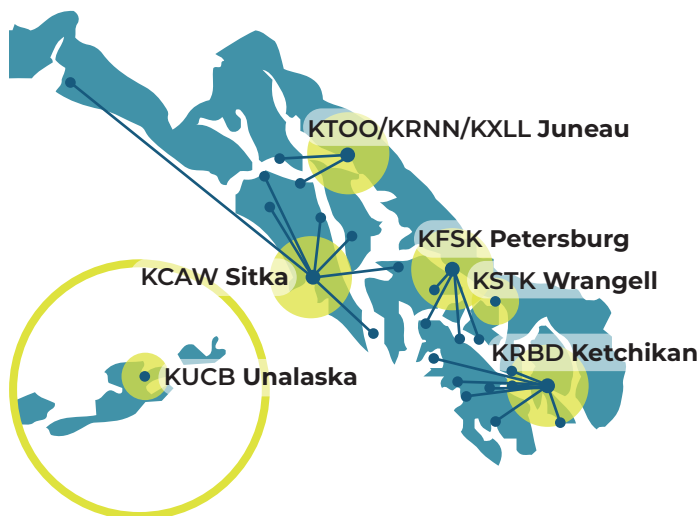


- KRBD KETCHIKAN
CRAIG/EDNA BAY/HOLLIS/
HYDABURG/KASAAN/
KLAWOCK/METLAKATLA/
SAXMAN/THORN BAY



- KUCB UNALASKA
DUTCH HARBOR

 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

RADIO UNDERWRITING RATES

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

DAY PART		TIMES (Station times may vary)	KTOO Juneau	KRNN Juneau	KXLL Juneau	KCAW Sitka	KRBD Ketchikan	KSTK Wrangell	KFSK Petersburg	KUCB Unalaska
RADIO	Prime Time & Premium Programming	Mon-Fri: 6A-9A & 4P-6P Sat: 9A-5P	\$32/ credit	\$17/ credit	\$22/ credit	\$24/ credit	\$22/ credit	\$18/ credit	\$19/ credit	\$15/ credit
	ROS	Mon-Sun: 6A-10P	\$22/ credit	\$14/ credit	\$17/ credit	\$21/ credit	\$20/ credit	\$16/ credit	\$17/ credit	\$15/ credit
	EPSA's (29 sec in length)	Mon-Sun: 6A-10P	Same As Above	Same As Above	Same As Above	Same As Above	Same As Above	Same As Above	Same As Above	\$10/ credit
DIGITAL	Web Tiles (300x250)	Website Sidebar	\$500/month buys tile on all 3 stations			\$250/ month	\$200/ month	\$75/ month	\$150/ month	\$75/ month
	Pre-Roll (15 sec in length)	Listen Live Online	\$15/CPM	\$15/CPM	\$15/CPM	\$15/CPM	\$15/CPM (2 wk min)	\$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 effective FY21 July 1, 2020.