MAKE AN IMPACT WITH COASTALASKA

CoastAlaska reaches the highest concentration of engaged, educated and influential citizens, across the rural corners of Southeast Alaska. Public radio sponsorship is the only way to reach these Alaskans.
PUBLIC RADIO SPONSORSHIP
A Strategic Marketing Decision

Public radio is a treasured community asset in Southeast Alaska and often the only radio service reaching these rural communities with quality local, regional and national news and information.

Our audiences love their local public radio station and extend that love to our sponsors. This is called the “halo effect.”

71% have a more positive opinion of a company that supports public radio

70% prefer to buy products from companies that support public radio

7 STATIONS, 32 COMMUNITIES, #1 COVERAGE IN SOUTHEAST ALASKA RADIO MARKET

STAND OUT, GET RESULTS

Compared to commercial radio, our audience experiences clutter-free listening and engagement. Your message on CoastAlaska stations is clear, concise & read by distinctive voices and perceived as a message of support. Our listeners will pay attention to your message.

Sponsors reach our audience through underwriting messages across many platforms – on-air, online and at live special events.

By supporting CoastAlaska stations, you’ll build a deep connection with our large and engaged audience, driving more interest in doing business with you.

1 Lightspeed Research NPR Sponsorship Survey, 2017
A Dynamic Audience

Public radio in Southeast Alaska attracts loyal listeners and supporters from all walks of life. They are involved, passionate, inquisitive and engaged in our region and our world.

**Educated**
- • 70% of public radio listener’s have a college degree(s)

**Culturally Inquisitive**
- • 91% of NPR listeners stated that they like to learn about art, culture and history

**Civically Engaged**
- • 71% voted in Federal, State, or Local Elections in the past 12 months compared to only 45% of total U.S. adults
- • 19% participated in three more public activities within their community

**Affluent**
- *Public radio listeners have buying power:*
- • Almost 20% of NPR listeners have a household income above $150,000

Lightspeed Research NPR Sponsorship Survey, 2014
COAST ALASKA SPONSORSHIP OPPORTUNITIES

CoastAlaska will work with you and your budget to customize an underwriting sponsorship package to meet your promotional goals.

RADIO

Share your 15 second* message on the most listened to radio stations in Southeast Alaska.

DIGITAL

CoastAlaska station websites serve as a community resource hosting a myriad of rich and continuously updated local and national news, weather and cultural information.

EVENTS

Reinforce your on-air message with online marketing. Options vary by station from web ads to live stream pre-roll credits.

CONNECT WITH LISTENERS THROUGH SPONSORSHIPS OF POPULAR AND HIGH-VISIBILITY EVENTS.

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>KRNN Juneau</th>
<th>KXLL Juneau</th>
<th>KTOO Juneau</th>
<th>KCAW Sitka</th>
<th>KRBD Ketchikan</th>
<th>KSTK Wrangell</th>
<th>KFSK Petersburg</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prime Time &amp; Premium Programming</td>
<td>Monday-Friday: 6AM - 9AM &amp; 4PM - 6PM Saturday: 9 AM - 5PM</td>
<td>$17/credit</td>
<td>$22/credit</td>
<td>$32/credit</td>
<td>$22/credit</td>
<td>$22/credit</td>
<td>$15/credit</td>
<td>$19/credit</td>
</tr>
<tr>
<td>Evening Music</td>
<td>Monday-Friday: 8PM - sign off Saturday: 5PM - sign off Sunday: 5PM - sign off</td>
<td>$12/credit</td>
<td>$15/credit</td>
<td>$18/credit</td>
<td>$20/credit</td>
<td>$18/credit</td>
<td>$15/credit</td>
<td>$17/credit</td>
</tr>
<tr>
<td>Run Of Schedule</td>
<td>Monday-Sunday 6AM - 10PM</td>
<td>$14/credit</td>
<td>$17/credit</td>
<td>$22/credit</td>
<td>$20/credit</td>
<td>$18/credit</td>
<td>$15/credit</td>
<td>$17/credit</td>
</tr>
</tbody>
</table>

EPSA’s 30 seconds in length

| Monday-Sunday 6AM - 10PM | Same As Above | Same As Above | Same As Above | Same As Above | Same As Above | Same As Above | Same As Above |

* Rates are NET to CoastAlaska for each station effective FY18

July 1, 2017

* 30 second Extended Public Service Announcements (EPSA) are available to our nonprofit community partners

We are happy to work with our partners at KHNS Haines to include them in any custom underwriting packages.

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