



*"Crosscut is a news organization with a conscience, and its sole purpose is sharing critical information that empowers us all towards action; creating a world we all aspire to live in."*

– Diem Ly, Manager of Community Investments for Comcast

*At Crosscut, we believe that an informed public is essential to solving the civic and political challenges of our time. As the Pacific Northwest's independent, reader-supported, nonprofit news site, Crosscut strives to provide readers with the facts and analysis they need to intelligently participate in civic discourse, and to create a more just, equitable and sustainable society.*



# CROSSCUT AUDIENCE AT A GLANCE

98%

Vote in elections

## Viewers' Highest Level of Education



83% homeowners



49% make over \$100K/year



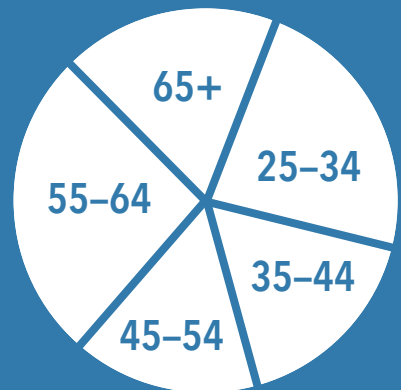
50% in leadership positions



90% give to three or more charities annually



74% attended a live event in the last year



Equal parts ages 25-65+

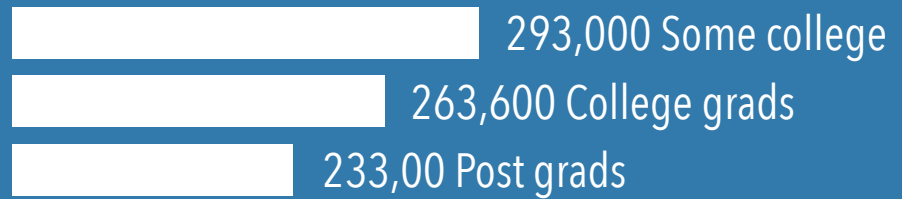
# KCTS 9 AUDIENCE AT A GLANCE

2.5



million weekly viewers

## Viewers' Highest Level of Education



751K homeowners



242K make over \$100K/year



142K in leadership positions



447K Give to three or more charities



433K attended a live event in the last year



208K regularly buy green products

# ADVERTISING OPPORTUNITIES

Advertising on Crosscut positions your organization in front of hundreds of thousands of engaged, civic-minded readers who care about and influence the Northwest region. With 1.3 million unique visitors each year, advertising on Crosscut introduces your company to a loyal, affluent, influential and highly educated group of readers.

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CONTACT

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# ADVERTISING OPTIONS

The screenshot shows the top navigation bar of the Crosscut website with links for Politics, Culture, Tech & Biz, Troll, and Events. A search bar and 'Sign Up' button are on the right. Below the navigation is a yellow and blue banner for 'SHAPE YOUR TRANSIT FUTURE' with a 'Take the Sound Transit 3 Survey' button. The article title is 'Artists search for space from Seattle to Mumbai' by Don Fels, dated Saturday 6, February 2016. The article text discusses the issue of living and work space for artists in Seattle and Mumbai. An image of colorful hanging lamps is shown on the right side of the article.

Your leaderboard here 728x90 px

bee-loving citizen scientists in a unique housing project called the "pollinator post project." Bright blue mail box size containers are attached to posts and placed in bee-friendly gardens to be monitored from April to September. Each blue box holds different sized cylinders for bees to store pollen and lay eggs.

"By providing habitat for many different species of bees," says Bloom, "we can get an honest measure of the biodiversity of the different species that would use this habitat." Then his team can address whether habitat can be used to conserve bees and "what it does for the community."



**Pesticides continue to worry bee-lovers.** The most worrisome class to activists are neonics, the neuro-active insecticides chemically similar to nicotine. Scott Black with the Xerces Society for Invertebrate Conservation - the non-profit was named after the first butterfly to go extinct, the Xerces blue - says his organization is intent on not seeing any more pollinators go extinct, be they butterflies or bees. The non-profit was the first to pull together literature on neonics in the report, "Are Neonicotinoids Killing Bees?" Although the recent U.N. group's report reaches no conclusions about neonics, Black says the pesticides are problematic for several reasons. First they're designed to kill insects and bees are insects. "Strike 2 is that they're highly persistent in the landscape and once applied they can be in the soil for 18 months to two years." One study found neonics six years after they were applied, he says. Lastly, they're systemic and are taken into every part of a plant including the pollen. "And that's of course what bees are attracted to. That's where they get all their food." People like to point the finger at pesticide use by farmers, says Black.

The advertisement features logos for Crosscut, yes!, and other organizations. The main text reads '#JournalismSoWhite' and 'A panel discussion about diversity in the media industry.' The background shows several hands raised against a dark background.

Your rectangle ad here 300x250 px



# ADVERTISING OPTIONS

## LEADERBOARD (728x90)

**\$500** for a 1/5 share of our leaderboard impressions.

For an additional **\$500** each, you can own more shares of the leaderboard.

**\$2,500** will allow you to fully own the leaderboard position.

Price is per month run-of-site.

## *MEDIUM RECTANGLE (300x250)*

**\$500** for a 1/5 share of one of 5 rectangles on our site.

For an additional **\$500** each, you can own more shares of the rectangle.

**\$2,500** will allow you to fully own the rectangle.

Price is per month run-of-site.



# UNDERWRITING

Partnering with Crosscut advances dialogue and increases our region's ability to tackle the challenges of our time. Through underwriting content, Crosscut sponsors will be positioned in front of 1.3 million engaged, civic-minded readers who care about and influence our region, inspiring current and future generations of problem-solvers.





# UNDERWRITING SAMPLE

Crosscut!  
News of the Great Nearby

Politics Culture Tech & Biz Troll Events

Sign Up DONATE

Where's the opportunity in STEM for opportunity youth?

This series made possible with support from Alaska Airlines. The views and opinions expressed in the media, articles or comments on this article are those of the authors and do not reflect or represent the views and opinions held by Alaska Airlines.

Alaska

EDITOR'S PICKS TRENDING ALL STORIES

## Popup


As a featured underwriter, sponsors receive prominent branding within each story and are recognized by readers for their contribution to funding great news stories. Popups like the one above will be the first thing readers see when they click on any underwritten story. Additional mentions at the bottom of each article and bonus advertising are included in all underwriting packages to ensure branding is repeated and highly visible to our audience.

# SPONSORED CONTENT

Sponsored content allows sponsors to tell a richer story or communicate a more complex point of view. Crosscut will work with a sponsor to develop a compelling article or video that reaches Crosscut's educated, influential audience. There are many ways to point Crosscut's readers to sponsored content, including email, social media, advertising and television spots on KCTS 9. All sponsored content is clearly labeled as such on the landing page and within the article.




# SPONSORED CONTENT SAMPLE



Politics Culture Tech & Biz Troll Events

Search Sign Up DONATE




## HOW VANCOUVER REVIVED ITSELF. AND LOST THE MILLENNIALS.

By Knute Berger

EDITOR'S PICKS TRENDING ALL STORIES

<p>April 7, 2016</p> <h3>We need to raise the civic IQ</h3> <p>by Rob Dunlop</p> <p>CROSSCUT</p>	<p>April 7, 2016</p> <h3>Seattle's own: Draz captures the spirit of the South Side</h3> <p>by Reagan Jackson</p> <p>CULTURE</p>	<p>April 7, 2016</p> <h3>One man's story of homelessness — and the value of a good pair of shoes</h3> <p>by David Kroman</p> <p>SOCIAL JUSTICE</p>	<p>April 7, 2016</p> <h3>7 things to do in Seattle this weekend</h3> <p>by Florangela Davila, Nicole Capozziello and Cambria Roth</p> <p>ARTS</p>
<p>April 6, 2016</p> <h3>Thousands of untested rape kits in Washington — and a possible solution</h3> <p>by Antoinette Bonsignore</p> <p>CRIME</p>	<p>April 6, 2016</p> <h3>New report: West Coast waters face double threat</h3> <p>by Samantha Larson</p> <p>ENVIRONMENT</p>	<p>April 6, 2016</p> <h3>"Disqualifying conduct" rarely an obstacle for fired police to get rehired</h3> <p>by David Kroman</p> <p>PUBLIC SAFETY</p>	<p>April 5, 2016</p> <h3>Halfway through #SaveKPLU, big hurdles still loom</h3> <p>by David Kroman</p> <p>MEDIA</p>


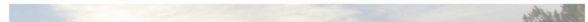


### SPONSORED CONTENT

## Bringing women back to computer science: UW in national spotlight over efforts

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POLITICS



# SPONSORED CONTENT SAMPLE



SPONSORED CONTENT University of Washington

## Bringing women back to computer science: UW in national spotlight over efforts

Monday, March 28, 2016

By Cambria Roth

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Sonja Khan and Irene Zhang, two computer science students at University of Washington. Credit: Dennis Wise/University of Washington.

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OPTIONAL  
SPONSOR TOWER AD

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OPTIONAL SPONSOR BANNER AD



University of Washington Boilerplate goes here. Nunc ipsum enim, lacinia sed arcu at, fermentum blandit erat. Donec a orci congue, pulvinar dolor quis, ullamcorper lacus. Ut eget venenatis odio, fermentum blandit mi. Duis nulla sapien, ultrices non augue in, finibus mollis augue. Curabitur venenatis placerat justo, sit amet sodales felis consectetur vel.





# EVENT SPONSORSHIP



## Courage Awards

Each October, Crosscut hosts its annual fundraising breakfast and awards ceremony, the Courage Awards, which recognize bold leadership in business, culture, public service and lifetime achievement. Sponsoring this event is a chance to place your brand in front of hundreds of influential leaders in the Puget Sound region.

## Community Idea Lab

Crosscut's Community Idea Lab event includes expert coverage of a vexing civic issue and an invitation and opportunity for community members to solve it. Organizations interested in being seen as thought leaders in a particular subject make great



# ENEWS

Advertising on any one of our newsletters is a great way to reach an active and engaged audience. Subscribers to the E-News open, clickthrough, and read our enewsletters at an astounding rate! Cascade Public Media's newsletters are opened at up to 3 times the industry average.\* Advertising is an affordable, effective method for reaching a list of close to 100,000 subscribers.

\* IBM 2015 Marketing Metrics Benchmark Study showed a 16% open rate for Media & Publishing email newsletters.



# ENEWS Publications

## KCTS 9 Tellygram

published weekly on Thursdays

9,500 subscribers

50% open rate

## KCTS 9 E-news published weekly on Fridays

80,000 subscribers

25% open rate

## Crosscut Daily E-news and Daily Troll

published daily

8,500 subscribers

39% open rate; 18% click-thru rate

**Total Subscribers For All 4 Newsletters: 98,000**

**Total Weekly Impressions: 140,500**

Cost: \$500 per week for advertising on all publications

(16 e-mail ads per week) 140,500 impressions

Ads in individual publications may be purchased for

\$200 per ad per week





# REACH

	Crosscut	KCTS 9	KCTS9.org
<b>VISITORS/VIEWERS</b>	1.3 million annually	2.5 million weekly	1.6 million annually

## DIGITAL CHANNELS

<b>FACEBOOK</b>	5.2K followers	28K followers
<b>TWITTER</b>	14K followers	25K followers
<b>ENEWS</b>	8.5K subscribers	80K subscribers



# RATES

<p><b>PRIMETIME</b></p>	<p>Monday–Sunday, 8 p.m.–11 p.m.            Rotation rate: <b>\$350</b>            Fixed rate: <b>\$595</b></p>
<p><b>PRIME ACCESS</b></p>	<p>Monday–Sunday, 7 p.m.–8 p.m.            Fixed rate: <b>\$325</b></p>
<p><b>NEWS HOUR</b>  <i>BBC WORLD NEWS/            BUSINESS/PBS NEWSHOUR</i></p>	<p>Monday–Friday, 5 p.m.–7 p.m.            Friday 7 p.m.–8 p.m.            Rotation rate: <b>\$200</b>            Fixed rate: <b>\$250</b></p>
<p><b>PBS KIDS PROGRAMS</b></p>	<p>Monday–Friday 6am–3pm            Rotation rate <b>\$100</b>            Fixed rate <b>\$125</b></p>
<p><b>TEA TIME</b></p>	<p>Monday–Friday, 3 p.m.–5 p.m.            Fixed rate: <b>\$100</b></p>
<p><b>WEEKEND DAYTIME</b></p>	<p>Fixed Rates:            Sat–Sun, 6 a.m.–10:30 a.m.: <b>\$100</b>            Saturday, 10:30 a.m.–6 p.m.: <b>\$150</b>            Sunday, 6 a.m.–6 p.m. <b>\$100</b></p>
<p><b>LATE NIGHT/            EARLY MORNING</b></p>	<p>Monday–Sunday, 11 p.m.–6 a.m.            Rotation or fixed: <b>\$55</b></p>