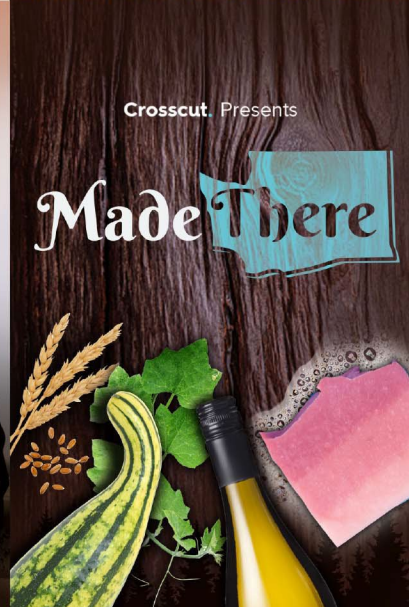
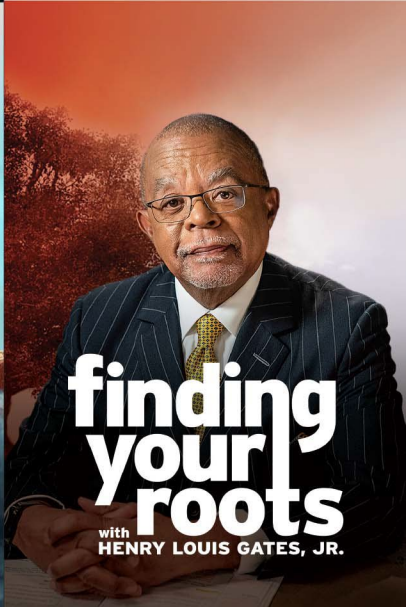
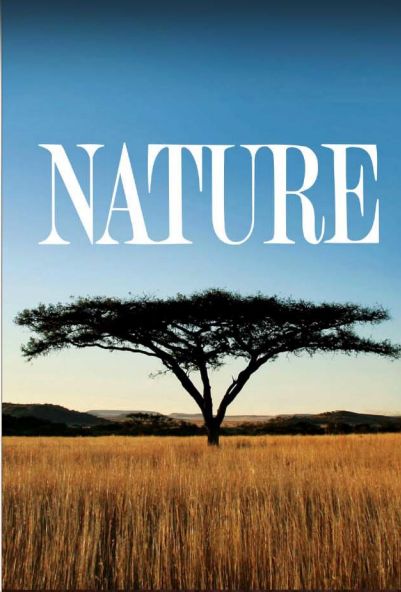




A Crosscut production



MISSION/ABOUT US

Our mission at **Cascade Public Media** is to inspire a smarter world. This mission is based on the belief that a more informed and engaged community makes the world a better place.

We help the people of the Northwest learn, grow and make a difference through public media programming, digital journalism, and through year-round community events.

Advertising with Cascade Public Media positions your organization in front of hundreds of thousands of engaged, civic-minded community members who care about and influence the Pacific Northwest region. Reaching over 5 million people, Cascade Public Media is able to introduce your company to a sophisticated, loyal, and influential audience.



DEMOGRAPHIC PROFILE

Crosscut.



WEB

2.4M

Annual web visitors



FACEBOOK

34K

Followers



TWITTER

37K

Followers



ENEWS

84K

Subscribers



E-BLAST

45K

Subscribers

DEMOGRAPHIC PROFILE

Crosscut.



AGE

2.5M / 1.4M

18-49 years (63%) / 50+ years (37%)



GENDER

53% / 47%

Female / Male



EDUCATION

1.8M / 900K

College Grads / Post-Grads

BANKING AND
FINANCE

106K

Have an affinity for finance and
investing

SUSTAINABILITY

135K

Have an affinity for Sustainability and
Green Living

ARTS & ENTERTAINMENT

108K

Have an affinity for arts and
entertainment content

TRAVEL & TOURISM

111K

Have an affinity for travel and
considered travel buffs

*Source: Google Analytics 2021

REACH

Crosscut.

Readership Density

- More than 1 million readers per year
- 40k-70k readers per year

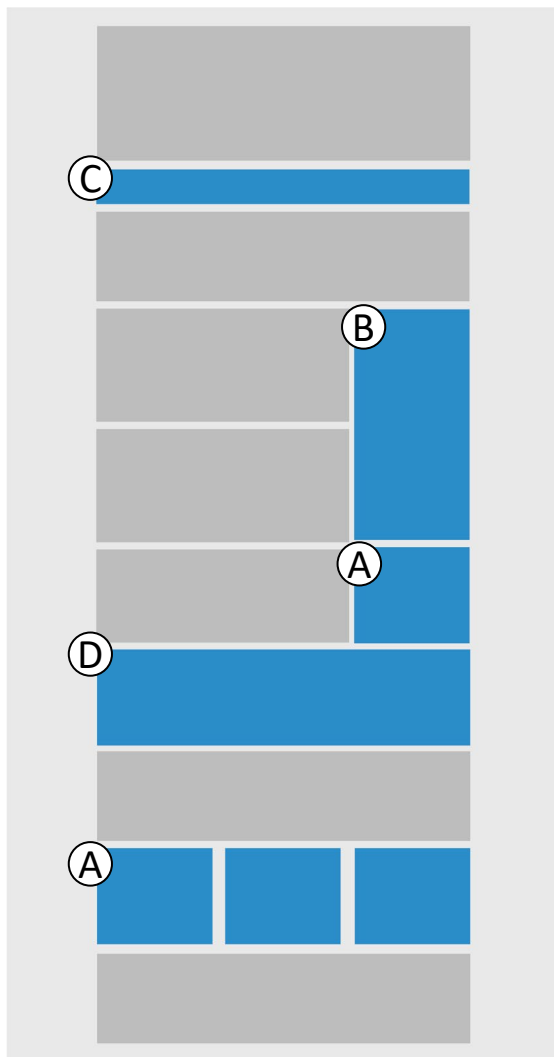


Western Washington

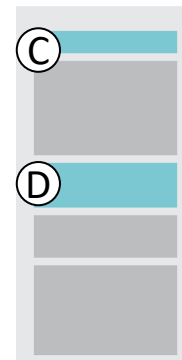
Web Advertising

Name	Size (px)	KCTS 9 Price Per Week	Crosscut Price Per Week
A. Rectangle	300 x 250	\$200	\$250
B. Tower	300 x 600		\$200
C. Super Leaderboard	970 x 90 (desktop) 320 x 50 (mobile)		\$250
D. Marquee Leaderboard	970 x 250 (desktop) 320 x 100 (mobile)	\$300	
E. Livestream Pre-roll :15		\$500	

Desktop

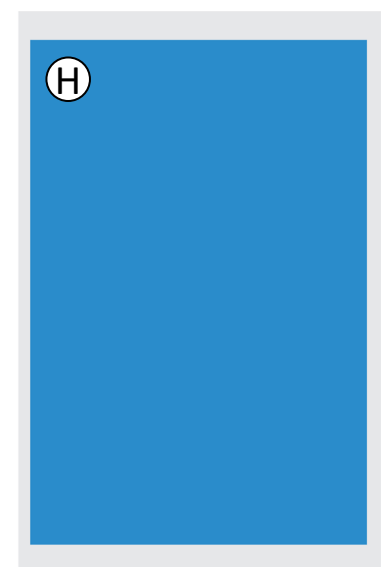
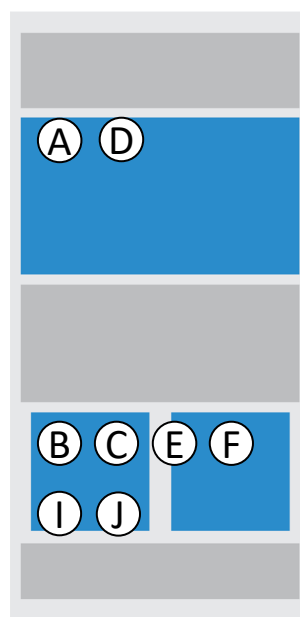
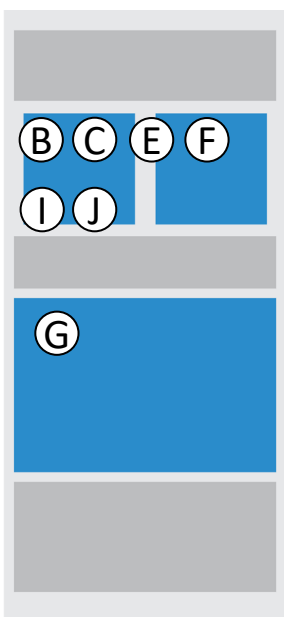


Mobile



Newsletter Advertising

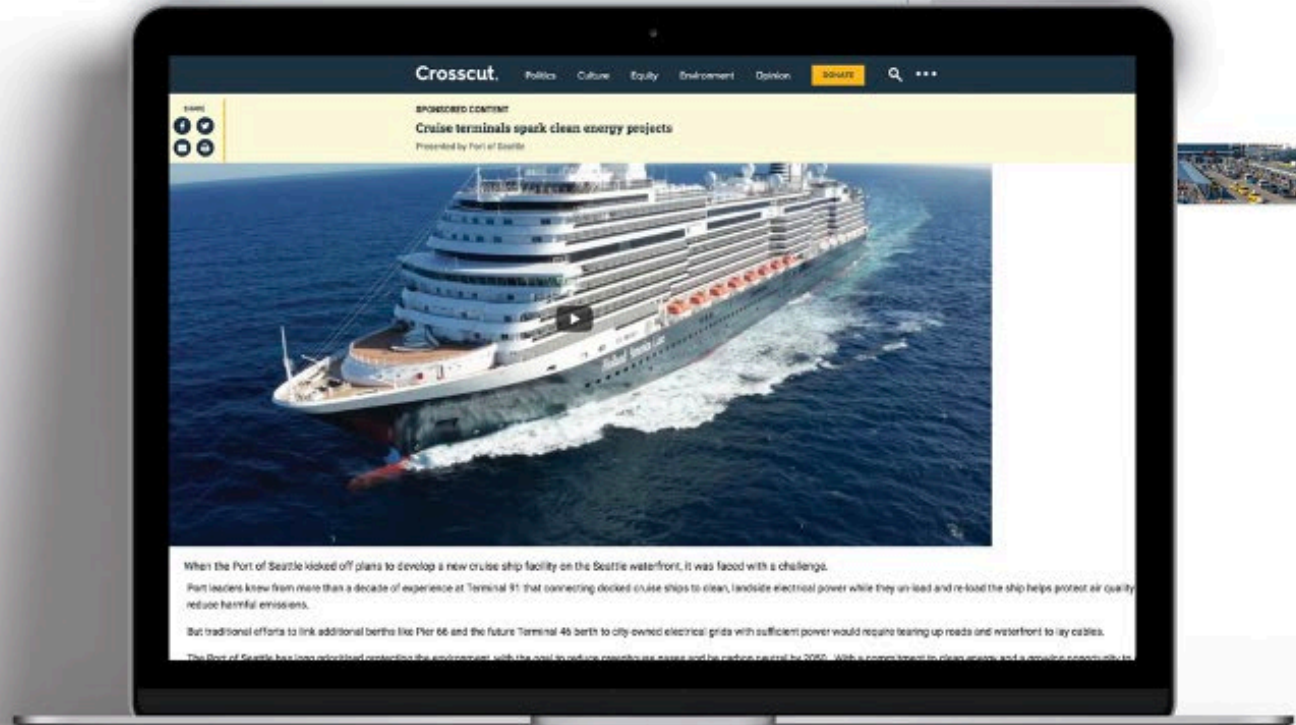
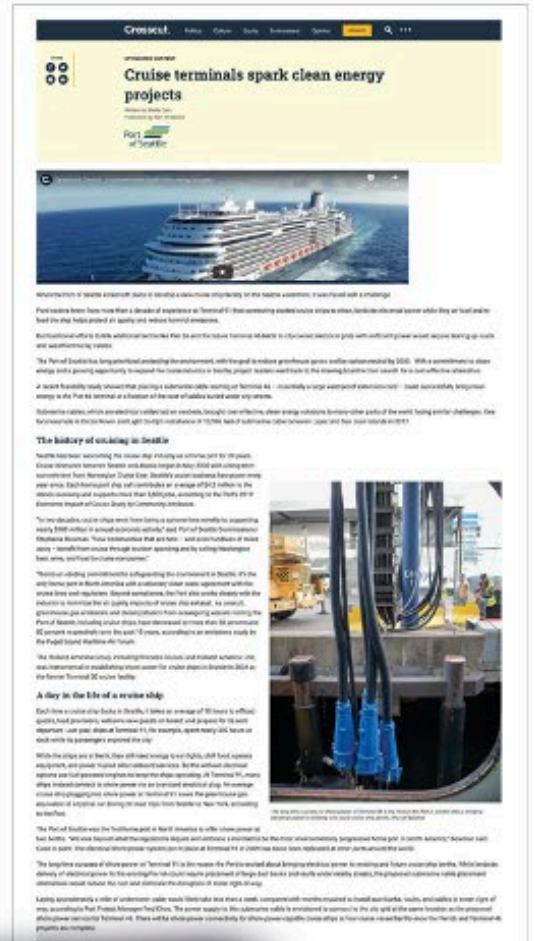
Name	Reach/Frequency	Size (px)	KCTS 9 Price Per Week	Crosscut Price Per Week
A. Crosscut Arts E-News Advertorial	Subscribers: 13,000 Frequency: 1x per week	600x400		\$800
B. Crosscut Arts E-News Standard Ad	Subscribers: 13,000 Frequency: 1x per week	255 x 255		\$500
C. Crosscut Daily Newsletter	Subscribers: 17,000 Total Impressions: 85,000 Frequency: 5x per week	255 x 255		\$650
D. Crosscut Weekly Newsletter	Subscribers: 40,000 Frequency: 1x per week	600x400		\$1,000
E. Crosscut Weekly Newsletter	Subscribers: 40,000 Frequency: 1x per week	255 x 255		\$500
F. Crosscut Elections Newsletter	Subscribers: 9,000 Frequency: 1x per week	255 x 255		\$300
G. CPM Events Newsletter Sponsored Event	Subscribers: 117,000 Frequency: 2x per month	600 x 400	\$1,000	\$1,000
H. CPM E-Blast	Subscribers: 43,000 Frequency: 2x per month	600 x 900	\$2,500	\$2,500
I. KCTS 9 This Week Newsletter	Subscribers: 110,000 Frequency: 1x per week	255 x 255	\$750	
J. Tellygram	Subscribers: 13,000 Frequency: 1x per week	255 x 255	Included w/This Week advertising	



SPONSORED CONTENT

Sponsored Content

Sponsored content allows sponsors to tell a richer story or communicate a more complex point of view. Cascade Public Media will work with a sponsor to develop a compelling article and video that reaches Crosscut's and KCTS 9's educated, influential audience. There are many ways to direct Cascade Public Media's viewers and visitors to sponsored content, including email, social media and broadcast. All sponsored content is clearly labeled.



UNDERWRITING/VIDEO SERIES AND PODCAST

Video Series:

Underwriting a Crosscut video series supports coverage for important local issues like mental health, climate change, and Northwest history in our community. Episodes are published on our website, newsletters, social media feeds, and aired on KCTS 9 television. As an underwriter, your message stays with each episode providing both depth and reach with both Crosscut and KCTS9's audience.

Podcast Series:

Crosscut's coverage is at the center of our most important issues in the Puget Sound Region and the Crosscut podcast series is no different. Message to our young, loyal audience of audiophiles as we dive into conversations with politicians, authors, journalists and many other influential guests. Our podcast series are throughout the year and offer a valuable, civically-engaged audience to an underwriter.

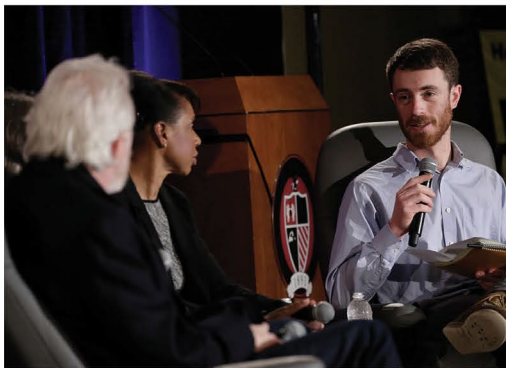
Talk to your Account Manager about upcoming series, topics, and opportunities.



CROSSCUT FESTIVAL

Thought-provoking conversations and innovative thinking, tackling the most important issues of our times. Journalists, politicians, authors, and newsmakers from our community and around the nation come together to take a hard look at the people, policy and events that shape our lives.

Speak with an Account Manager about sponsoring any of the exciting events and topics at the Crosscut Festival.



Crosscut. FESTIVAL

MAY 3-7, 2022

► crosscut.com/festival ◀

Daily Newsletter Sent daily, Monday–Friday

The daily newsletter features a list of links to our latest stories in politics, environment, culture and equity currently on Crosscut. It also includes a handful of stories from other outlets that Crosscut editors find interesting.

Subscriber Count

17,000

Pricing

There are four ad units (255 x 255 pixels) in each Crosscut Daily E-News. Your ad will appear every day in the E-News for one week.

\$650

per week



Apr 29, 2022

Early giving for [GiveBig](#) has begun! Make your donation today and support Crosscut's best reporting that's free and accessible to all.

Hello, it's Friday, April 29. Dense layers of moss, ferns, and other rainforest matter decompose to create soil and fungus on the ground and along thick branches. That means that there's dirt on top of trees, too. It gets weirder: a filament network between fungi means the dirt can communicate with itself to share nutrients — even in the rainforest canopy. Our video crew took to the thick of the Queen Rainforest to interview soil ecologist Korena Maffare as she rappels up mossy tree trunks to understand fungi's complex "wood wide web."

Also in this newsletter: Brangin Davis writes about how Seattle artists love to find big, deceptively buildings and fill them with life in this week's [ARTSEA](#) column.

Today's big story:

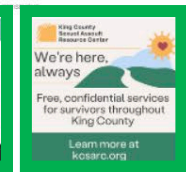


Punged and soil ecologist Korena Maffare climbs a tree to collect canopy soil samples in the Queen Rainforest in Olympic National Park, Wash. (Crosscut)

Human Elements | What we can learn from the canopy soils of the Olympic rainforest

by Seth Herman and Keaton Costa Lima

From beneath our feet to the tallest trees, Korena Maffare can study resiliency through a close look at the forest's fungal networks. [Watch now.](#)



Seattle dance company Malasara will perform inside and around the Georgetown Steam Plant April 30 and May 1, 2022, just before the National Historic Landmark reopens to the public after a two-year hiatus. (Abe Gama)

ARTSEA: Georgetown Steam Plant reopens, powered by dance

by Brangin Davis

Also rebounding in-person programming: the Seattle Black Film Festival. [Read more.](#)

Crosscut Events.



What does it mean to be safe in Seattle? How can we create a safer community? The first panel conversation for the May installment of Civic Cocktail will feature Sean Good, Executive Director of Choose 240 and other community leaders who will offer their unique insights about what public safety means to them and their vision for a safer Seattle. Then, host [Malina Costello](#) will lead a discussion with Seattle Police Department's [Chief](#) about how law enforcement is addressing safety concerns and what changes it has made in the past few years to improve its response. [RSVP HERE.](#)

Thank you to Civic Cocktail's Title Partner, Comcast.



Weekly E-News Sent each Sunday

A roundup of the week's top stories on Crosscut.com

Subscriber Count

40,000

Pricing

The newsletter is sent once per week and contains two separate ad units.

\$1,000


per week for featured content space

Featured Content Specifications



- 1. 400x225 image:** The image should not contain any copy or text.
- 2. Title:** Short and succinct, with a max of 10 words
- 3. Ad copy/Description:** A short description of the promotion. Due to limited space, the recommended length is around 20 words.
- 4. Link:** The URL you would like to use for your advertisement. Both the image and the 'Learn more' text will be linked.

\$500

per week for 255x255



Hello, it's Sunday, April 17. Today, Crosscut reporter Josh Cohen tells us about reporting with and about people in vulnerable situations.

Left: System Advocates program co-director Dawn Shepard outside King County Regional Homelessness Authority office on Thursday, April 7, 2022. (Amanda Stauber/Crosscut) Right: King County Support Services specialists Kirk Rodriguez, left, and Joe Barnhart, Thursday, April 7, in downtown Seattle. (Genoa Martin/Crosscut)

As a reporter, I never want to take for granted someone's willingness to share their story with me.

Of course, politicians and those in power owe it to the public to share what they're doing by speaking with reporters. But everyday people do not owe us, so it's important we keep in mind our duty to treat their stories with proper respect. That's doubly true when someone is willing to share something particularly challenging and personal that they've experienced.

I spoke with Dawn Shepard and Kirk Rodriguez for a recent article about the King County Regional Homelessness Authority's plans to launch a "peer navigator" program to lead its effort to address downtown homelessness. In short, a peer navigator in this context is someone who has experienced homelessness themselves and uses that shared experience to establish trust and help guide people through the system.


Dawn used to do homeless outreach and is now a co-director of the Homelessness Authority's new program. Kirk works with King County's Behavioral Health and Recovery Division on a team of peer navigators doing crisis prevention in Pioneer Square and downtown.

Both of them have experienced homelessness and other traumas in their past. They were open with their stories and willing to share them with me and Crosscut's readers. And for that I am very grateful.

In sharing their stories, Dawn and Kirk helped Crosscut readers understand why the Homelessness Authority insists on putting "lived experience" at the forefront of its work and how its new peer navigation program will work.

THANK YOU TO OUR SPONSORS

SPONSORED CONTENT




Families at Mary's Place find housing, jobs and community with tech support from Comcast


Written by Lauren Gallego / Provided by Comcast

Through a longstanding partnership, Seattle-based shelter and community resource organization Mary's Place and Comcast provide internet access and digital literacy training to families navigating homelessness. [Read more](#)


Most popular this week.



• **Seattle movie about loss and gentrification debuts at SIFF**
The first feature film by Seattle talent Zia Mohajeri is a lyrical ode to a side of the city not




Menopause
The Musical
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Crosscut Festival



The **Crosscut Festival** is a celebration of big ideas and bold thinking - a gathering of a community of the curious. Connect with noteworthy political leaders and newsmakers along with authors, journalists and experts focused on the most important issues of our time. The 2022 Crosscut Festival features a week of virtual and in-person events that explore forward-thinking in politics, social justice, the environment, technology and more.

Come work with us! [Check out career opportunities with Cascade Public Media](#)



Crosscut Elections Newsletter E-News Sent each Wednesday

A roundup of the week's top election stories on Crosscut.com

Subscriber Count

9,000

Pricing

There are two ad units (255 x 255 pixels) in each Crosscut Elections Newsletter

\$300

per week

Crosscut. Elections [YOUR NEWS YOUR VOTE]



King County Elections employees sort ballots at headquarters in Renton, Oct. 29, 2018 (Photo by Matt M. McKnight/Crosscut)

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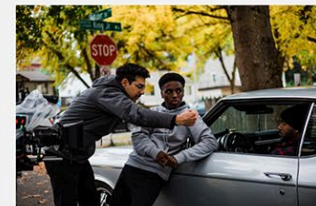
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Written by Lauren Gallup / Presented by Comcast

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Crosscut Festival



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Come work with us! [Check out career opportunities with Cascade Public Media](#)



Arts & Culture

At Crosscut, we strive to keep you in-the-know on local happenings — and that includes cultural goings-on. The arts and culture newsletter reaches a highly targeted reader. Each week it provides updates on everything from literary festivals to dance performances to visual art stars, and connects you with captivating stories about local artists and other news shaping the culture of our city.

Subscriber Count

13,000

Pricing

The newsletter is sent once per week and contains two separate ad units.

\$800

per week for featured content space

Featured Content Specifications

- 400x225 image:** The image should not contain any copy or text.
- Title:** Short and succinct, with a max of 10 words
- Ad copy/Description:** A short description of the promotion. Due to limited space, the recommended length is around 20 words.
- Link:** The URL you would like to use for your advertisement. Both the image and the 'Learn more' text will be linked.

\$500

per week for 255x255

Crosscut.

Arts & Culture

April 21, 2022

Presented by Meany Center™

I'm arts and culture editor Trangien Davis and I'm a Seattle World's Fair fan. I wasn't yet born in 1962, but the 60th anniversary festivities have given me an excuse to go back down the World's Fair rabbit hole

Art catalogs from the 1962 Seattle World's Fair, which featured a Fine Art Pavilion that showcased American and international art after 1950, Northwest contemporary art, old world masterpieces and an expansive collection of Northwest Indigenous art.

Sixty years ago today, the Century 21 Exposition — aka the Seattle World's Fair — opened its gates with a 'Galaxy Gold' Space Needle towering over the proceedings. [On the occasion](#) of the anniversary, the top section is being repainted that special shade of orange. From April 21 to Oct. 21, 1962, some 10 million visitors flooded through the grounds. Futuristic features like the [Monorail](#), the [Boeing Spacearium](#) (which became the Laser Dome) and the [Bobbleator](#) ([see it in the Museum](#)) drew crowds, but so did a section of the fair called the World of Art.

The 40,000-square-foot Fine Arts Pavilion, which prominent Seattle architect Paul Hayden Kirk designed with a jaunty acorn-crowned roofline, boasted five galleries of visual art and cultural artifacts. (The building is now home to the Pacific Northwest Ballet.) Any one of the exhibits was a blockbuster show on its own, including the "Masterpieces" gallery showcasing Picasso, El Greco, Rembrandt, Monet and more one-name wonders.

Another gallery featured work by 50 contemporary American artists, including Georgia O'Keeffe, Alexander Calder, Jasper Johns, Louise Nevelson, Jackson Pollock, Helen Frankenthaler and Frank Stella. Northwest artists on view included Mark Tobey (awarded his own exhibit), Paul Horuchi, Morris Graves and Kenneth Callahan, according to contemporaneous Seattle Times coverage. [Just 1,475,000 people visited the Fine Arts Pavilion](#) in the first month alone.

"The artwork of the Indians of the Northwest Coast is presented here with examples of the great arts of the world, both historic and contemporary," Gunther noted in her exhibit guide, making the point that these works held their own on the grand stage alongside work by internationally celebrated artists.

PRESENTED BY™

Tonight! Mark Morris Dance Group at Meany Center.

Combining graceful movement, beautiful music and delicious wit in three joyful works. Through Saturday, April 23. [Learn more](#)

Some of the 1962 World's Fair art and architecture is still on campus. Can you identify all of these pieces and places? Check your answers [here](#). (Daniel Spitz)

Seattle launches New Deal-inspired income program for artists

by Margo Vasayghol

In an effort to combat the unemployment and underemployment of creative workers, Hope Corps will put artists to work on public projects. [Read more](#)

Seattle movie about loss and gentrification debuts at SIFF

by Margo Vasayghol

The first feature film by Seattle talent Zia Mohajeri is a lyrical ode to a side of the city not often shown in movies. [Read more](#)

bainbridge arts & crafts

Building Bridges: Online Auction

May 1-12, 2022

Your support ensures our outreach programs continue to thrive within the community.

bridging arts & community

121 Winthrop Way, Everett, WA 98201 | 425.336.1111 | www.bicart.org | 206.842.3137 | gallery@bncraft.org

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C.

Recovery WATCH

Learn more

KCTS 9 - E-NEWS & Tellygram
 Limited to once per week

Weekly highlights of our most promising new shows from PBS (American Experience, NOVA, Nature, Masterpiece, Frontline, POV, Independent Lens, American Masters, Antiques Roadshow, new pledge programs, etc.); plus KCTS 9 local stories (Borders and Heritage, Mossback's Northwest, etc.); and events (e.g. Ken Burns screenings).

Most Popular Links: Previews, especially history, science, music, drama and current events; local events; recipes.

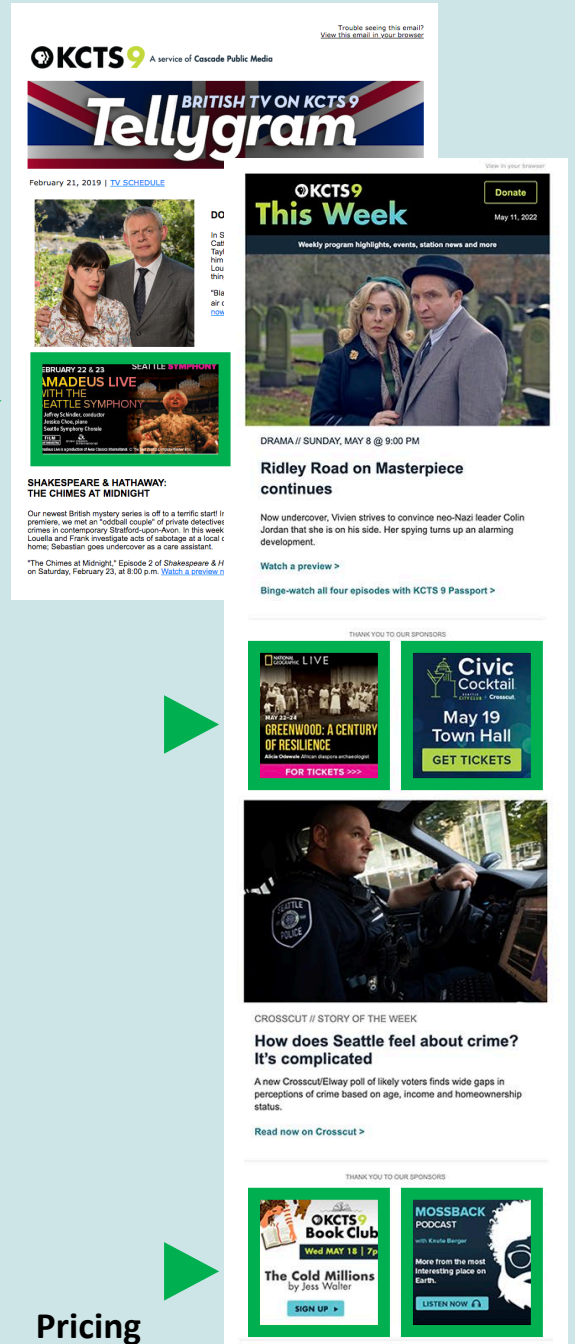
Subscriber Count
 Members, donors, and viewers

110,000

TELLYGRAM
 Sent Thursdays at 11:30 a.m.

British (and Australian) programming (drama, mysteries, etc.)

Most popular links: Masterpiece previews and extras; other British and Australian programs such as Father Brown and Call the Midwife; The Great British Baking Show; events that relate to British programming (e.g., Downton Abbey party); recipes.



Pricing

- Ad size is 255 x 255 pixels
- These two newsletters are sold as a package
- Sponsor ads will appear in each E-Newsletter in the same week
- Four ad units available per week

\$750
 per week

Event Newsletter Sent each Sunday

A roundup of upcoming live events hosted by Cascade Public Media

Subscriber Count

116,000

Pricing

One ad unit per Event Newsletter email (600 x 338 pixels)

\$1,000

per week



[View in your browser](#)



FEBRUARY 24 @ 6:30 PM PT // VIRTUAL EVENT

The Future of Meat

Join KCTS 9 on February 24 for a look at the ways that the plant-based movement is shaping how we view not only meat-eating but also vegetarian/veganism, specifically here in Washington State. Local chefs and restaurateurs will join host [Rachel Belle](#) for a look at where we've been and where we're going.

4TH ANNUAL

The Crosscut Festival



The 2022 Crosscut Festival will return in a hybrid format, featuring in-person sessions and streaming online events. Speakers from across the nation and around the region will join us to consider issues in politics, social justice, the economy, science, the environment, innovation and much more.

BEGINS 5/4

[Learn more >](#)

EVENTS FROM OUR SPONSORS



FEBRUARY 18, 19 & 20

Seattle Symphony: España!

The artistic styles of Los Angeles-based circus company Troupe Vertigo are taking the stage with *España!*, running February 18-20 at Benaroya Hall. Don't miss this concert featuring stylized choreography and lighting, and music by Bizet, Ponce and Albéniz as reimagined by Troupe Vertigo and the Seattle Symphony.

[Find tickets >](#)

UPDATE PREFERENCES

Cascade Public Media, 401 Mercer St, Seattle, WA, 98109
events@kcts9.org - 800-937-5287

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SUBSCRIBER BENEFIT E-BLAST

Limited to once per week

The E-Blast is a dedicated email that reaches a combined KCTS 9 and Crosscut audience. Must contain a member benefit offer such as discounts on tickets.

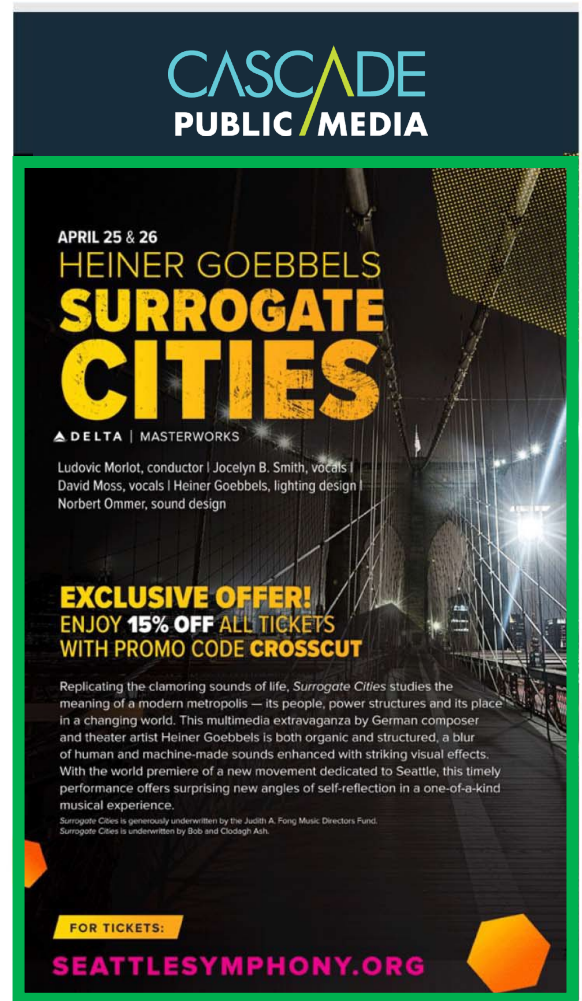
Subscriber Count

43,000

Pricing

\$2,500

per send



Heiner Goebbels: Surrogate Cities
April 25 & 26, 2019

Ludovic Morlot, Conductor | Jocelyn B. Smith, vocals | David Moss, vocals | Heiner Goebbels, lighting design | Norbert Ommert, sound design

Exclusive for KCTS 9 and Crosscut members: 15% off all tickets!

Use promo code: **CROSSCUT**

BUY TICKETS

Replicating the clamoring sounds of life, *Surrogate Cities* studies the meaning of a modern metropolis - its people, power structures and its place in a changing world. This multimedia extravaganza by German composer and theater artist Heiner Goebbels is both organic and structured, a blur of human and machine-made sounds enhanced with striking visual effects. With the world premiere of a new movement dedicated to Seattle, this timely performance offers surprising new angles of self-reflection in a one-of-a-kind musical experience.

For questions and ticketing information, call the Seattle Symphony at (206) 215-4747.

This special offer to KCTS 9 and Crosscut members is brought to you by select corporate sponsors of KCTS 9 and Crosscut. Your email address is never sold or traded, and we thank you for the opportunity to send you these special member discount and ticket emails.

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PIRANHA



Creative Production Services

Piranha Partners produces efficient, engaging video tailored to the needs and budgets of most businesses and/or non-profit organizations.

Organizations employ Piranha to create spots, social media posts, event invites, in-program content and annual reports designed to motivate customers to act, align stakeholders on mission and inspire supporters to engage more deeply.

Piranha is a division of Cascade Public Media. Find creative examples at www.piranha.org.

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Director Biz Dev/Client Services
marti@piranhaproductions.net
206.443.4805
206.769.3752

Mark Allan

Chief Creative Officer
mark@piranhaproductions.net
206.443.6747
206.769.3559

CASCADE PUBLIC / MEDIA

 **KCTS9** | Crosscut.

