



Digital Overview

Listeners, Visitors, Streamers, App and
Social Media Users Follow KNKX and Jazz24

Hear It, See It, Click It

KNKX and Jazz24 platforms provide multiple touchpoints

24/7 Audio Streaming

2,955,316 sessions / month

336,718 unique streamers / month

Website

382,400 page views / month

330,297 unique visitors / month

Podcast & On-Demand

140,000 downloads / month

App

55,000 lifetime downloads

KNKX Newsletter

30,000 subscribers

25% open rate

Social Media

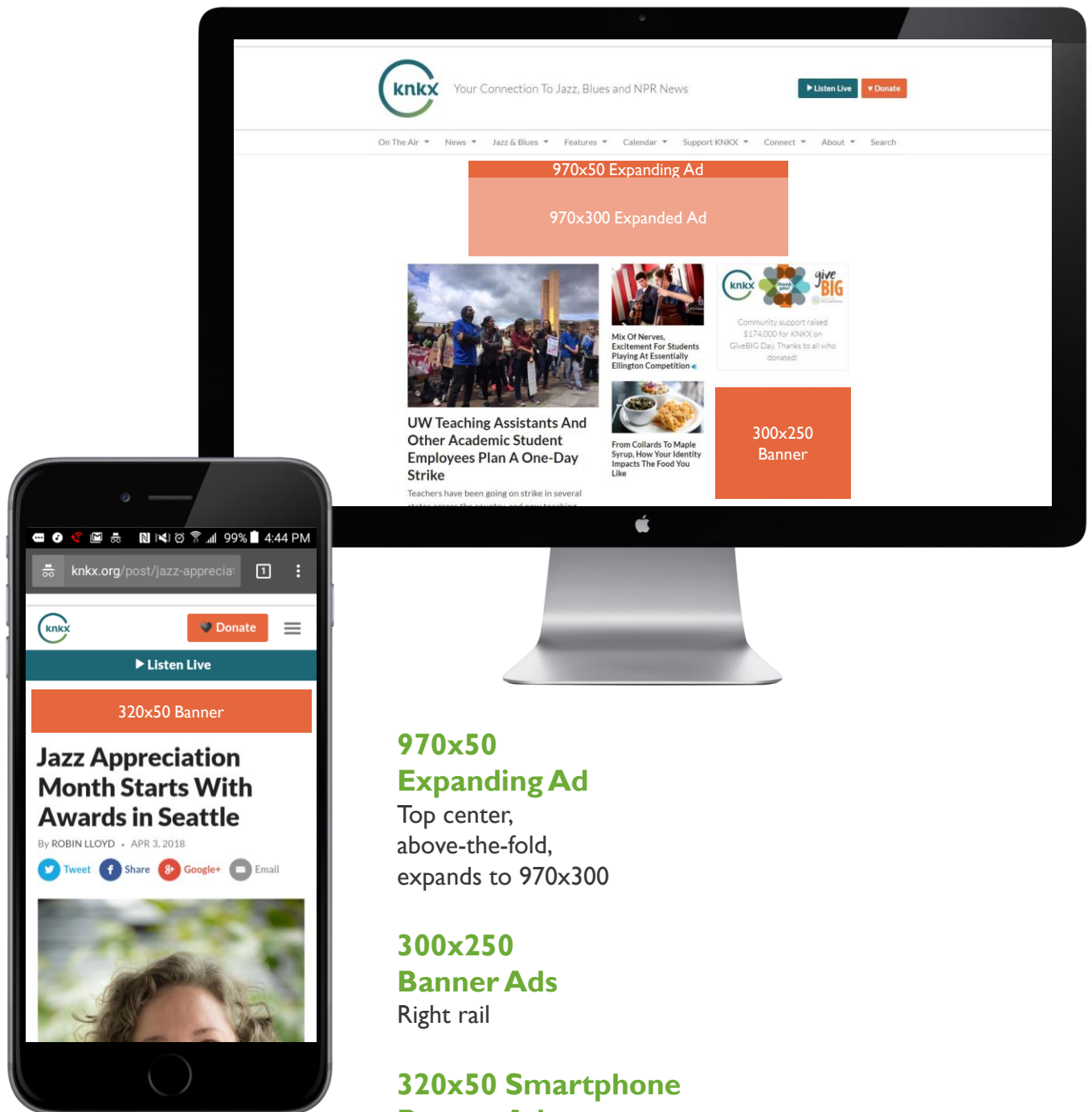
55,000 connections and growing

“Advertising on multiple platforms substantially increases a consumer’s ability to remember an ad campaign.”

— Nielsen

knkx.org

The KNKX website engages fans with award-winning content on multiple digital platforms with ads optimized across various devices



970x50 Expanding Ad

Top center, above-the-fold, expands to 970x300

300x250 Banner Ads

Right rail

320x50 Smartphone Banner Ad

Top center, above-the-fold

jazz24.org

Connect with passionate music connoisseurs on their desktops and tablets as they celebrate the greatest jazz artists in history and today's top talents

**300x250
Banner Ads**
Right rail



24/7 Audio Streaming

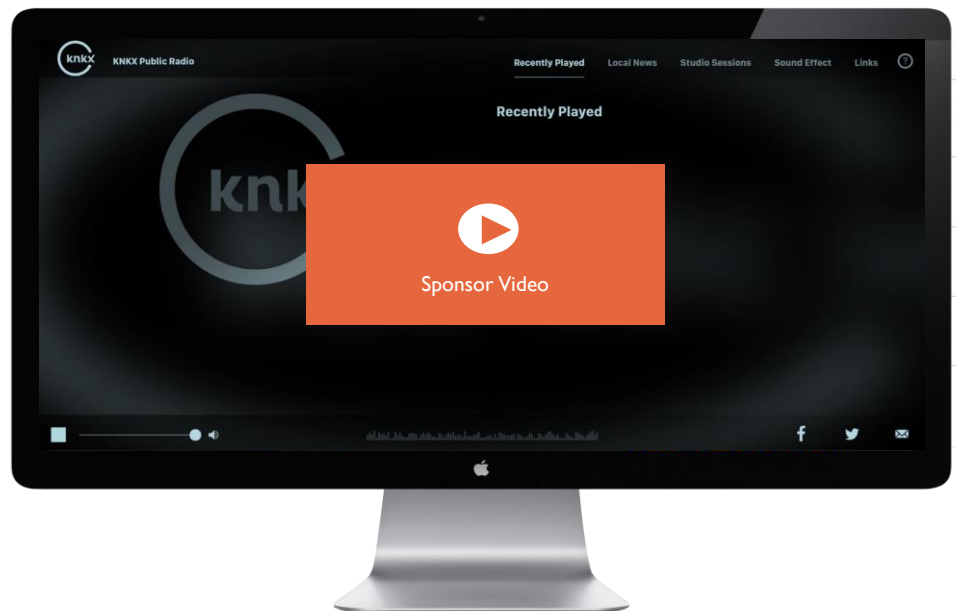
Plug in to the streaming audience with video or audio ads on the Media Player

Video or Audio Pre-roll

- 30-Second Interstitial Video Pre-roll (shown in example)

or

- 20-Second Interstitial Audio Pre-roll



American Audiences of Streaming Radio Have Risen Steadily Over The Past Few Years

60% listen to online radio weekly

Approximately 169 million Americans listened to online audio in the last week, spending an average of over 15 hours doing so.

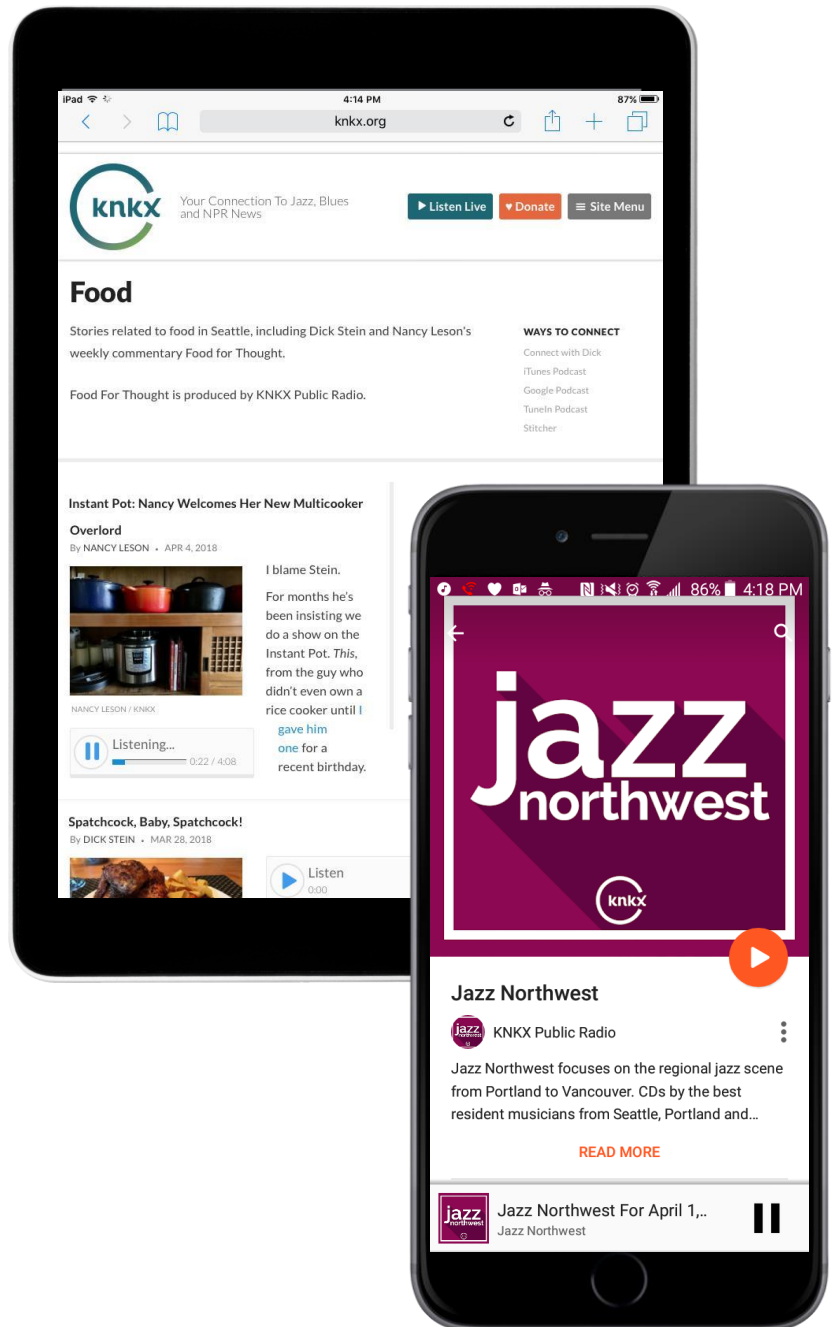
Source: *The Infinite Dial* © 2020 Edison Research and Triton Digital

Podcasts

All about convenience, fans catch episodes on their time, on their audio player of choice, and on their device of choice

Avid fans of shows such as **Studio Sessions** and **Food for Thought** use podcasts to download and listen to episodes at their convenience.

20-Second Audio Pre-roll



Newsletters

The KNKX Newsletter Reaches Highly Engaged Subscribers and Provides Sponsorship Opportunities Alongside Top Stories

600x90

Banner Ads

Frequency: Once a month

30,000 subscribers

25% open rate



[Listen](#) | [Support](#)

Supporter Updates

To the Stars!

We can't thank you enough for your generous support during our Spring Drive. Donors helped us reach our goal of \$350,000! Listeners like you are what keep us striving for excellence and dreaming up plans for how we can better serve you and our region every single day. Thank you for being a special part of our community on KNKX.



BirdNote Live this Month

A reminder about Birdnote Live! coming up on **April 26th, 7:30 pm**, at **Seattle's First Baptist Church**. Join us at this event hosted by KNKX, in partnership with BirdNote, Sasquatch Books and Seward Park Audubon Center. BirdNote's Michael Stein and Mary McCann will be in the mix, with special guests **Barbara Earl Thomas** and **Dr. J. Drew Lanham** for an evening of conversation all about our feathered friends.

[Get tickets here.](#)

Can't make it to the event?

[Purchase the new book from Birdnote here.](#)



Volunteer with KNKX at the Northwest Folklife Festival

Would you like to spend a weekend in May helping to keep cultural arts alive? KNKX will have a booth at the **Northwest Folklife Festival** on Saturday and Sunday, May 26th and 27th, from 11 am to 8 pm. If you are interested in volunteering at this event, please email: volunteer@knkx.org.



Sponsored Message

600x90 Banner

School of Jazz

KNKX **School of Jazz** is an award-winning, nationally recognized music education program serving students in secondary school and college. Thanks to **BECU**, **Beacon Plumbing**, **Integrative Family Law** and **Half Price Books** for their support.

Digital Rates

Banner Ads

Website Display Ads	CPM
KNKX 970x50 Expanding <ul style="list-style-type: none"> Expands to 970x300 Run-of-site Above-the-fold Minimum order 60,000 impressions (\$1,500) 	\$25
KNKX 300x250 <ul style="list-style-type: none"> Run-of-site 	\$17
Jazz24 300x250 <ul style="list-style-type: none"> Run-of-site 	\$17
KNKX 320x50 Smartphone <ul style="list-style-type: none"> Run-of-site Above-the-fold 	\$8
Specific Page Targeting	Additional CPM
KNKX Homepage 300x250 <ul style="list-style-type: none"> Minimum order 10,000 impressions (\$220) 	+\$5
KNKX Calendar Page 300x250 <ul style="list-style-type: none"> Minimum order 10,000 impressions (\$220) 	+\$5

Newsletter

KNKX One send per month	Monthly Rate
600x90 <ul style="list-style-type: none"> 50% SOV (includes one of two ad placements per newsletter) 	\$350

Video and Audio Ads

Media Player – 24/7 Audio Streaming	CPM
Video Pre-rolls	
KNKX Video Pre-roll and Display Ads <ul style="list-style-type: none"> 30-Second Interstitial Video Pre-roll 	\$45
Jazz24 Video Pre-roll and Display Ads <ul style="list-style-type: none"> 30-Second Interstitial Video Pre-roll 	\$35
Audio Pre-rolls	
KNKX Audio Pre-roll and Display Ads <ul style="list-style-type: none"> 20-Second Interstitial Audio Pre-roll 	\$35
Jazz24 Audio Pre-roll and Display Ads <ul style="list-style-type: none"> 20-Second Interstitial Audio Pre-roll 	\$25

Podcasts

	Rate
Audio Pre-roll <ul style="list-style-type: none"> 20-Second Audio Pre-roll 	Contact your Account Executive for more information