



Media Kit

2025

For more information and specific pricing contact:
Jonah Fruchter, Director of Sponsorship and Creative Works
Email: jonah.fruchter@cascadepbs.org

MISSION/ABOUT US

Our mission at **Cascade PBS** 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 PBS positions your organization in front of hundreds of thousands of engaged, civic-minded community members who care about and influence the Pacific Northwest region. Cascade PBS is able to introduce your company to a sophisticated, loyal, and influential audience.





Cascade PBS is the Pacific Northwest's independent, nonprofit news and public television service.

On air and online, we bring audiences high-quality drama, documentaries, science, kids programming, unique local shows, and more. Our newsroom provides the investigative and political reporting our region counts on to make informed decisions.

We began broadcasting on TV as KCTS 9 in Seattle back in 1954 and have seen numerous changes in the decades since. In 2015, we brought the Crosscut news staff onto our team. Today, we share PBS and original programming through the Cascade PBS app, online at [CascadePBS.org](https://www.CascadePBS.org), and on TV.

We're supported by more than 100,000 members in Western Washington and Canada. Our signal is also carried on KYVE 47 to serve Yakima and Central Washington.



The Cascade PBS audience is characterized by their intellectual curiosity, high level of community engagement, affluence, and philanthropic generosity. These attributes contribute to a vibrant and engaged audience that values educational and informative programming.



TELEVISION

370k

Weekly TV viewers



WEB

2.5M

Annual web visitors



FACEBOOK

70K

Followers



EMAIL
NEWSLETTER

210K

Subscribers



E-BLAST

45K

Recipients

Source: Nielsen 2023



AGE

41K / 330K

18-49 years (11%) / 50+ years (89%)



LEADERSHIP

58K

In Leadership Positions



GENDER

51% / 49%

Female / Male



CIVIC ENGAGEMENT

278K

Always Vote in Local Elections



EDUCATION

84K / 62K

College Grads / Post-Grads



ARTS & ENTERTAINMENT

68K

Attended Live Theater in the Last Year



HOME OWNERSHIP

302K

81% Of Cascade PBS'
Audience Are Homeowners



TRAVEL

260K

Plan to Vacation in the Next Year



AFFLUENT

180K

More than \$100K/Year



HEALTHCARE

271K

Used a Health Specialist in the Past Year



WEB

1.9M

Annual web visitors



FACEBOOK

35K

Followers



TWITTER

37K

Followers



ENEWS

84K

Subscribers

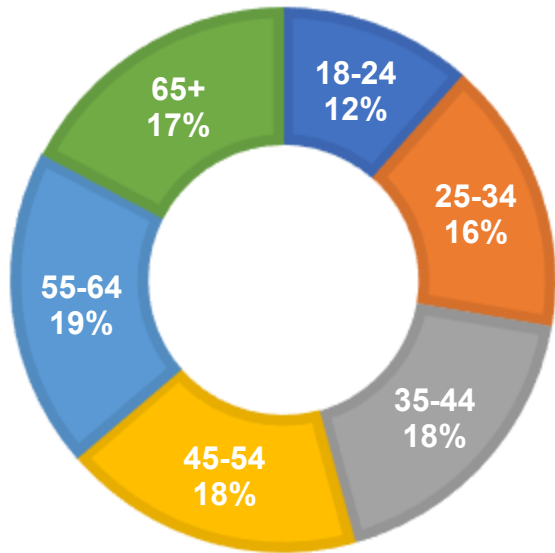


E-BLAST

45K

Subscribers

AGE



GENDER

49% / 51%

Female / Male



DINING

29%

Users have an affinity for food and dining



TRAVEL

31%

Users have an affinity for travel



ENTERTAINMENT

26%

Users have an affinity for Music and Movies



FINANCE

29%

Users have an affinity for finance and investing



SHOPPING

25%

Users have an affinity for Shopping



Coverage Maps

 Transmitter and Cable Coverage Area



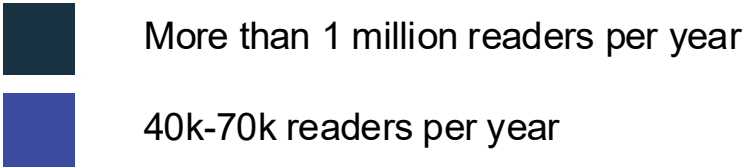
Washington



British Columbia



Readership Density



Western Washington

Web Advertising Digital Rates

Name	Size (px)
Rectangle	300x250
Super Leaderboard	970x90 (desktop) 320x50 (mobile)
Livestream Pre-roll :15	400x300 30 MB maximum
On Demand Pre-roll :15	400x300 30 MB maximum

TV

News

Podcasts

Events

Shows Festival


CASCADE PBS

Log InSupport usDonate

POLITICS

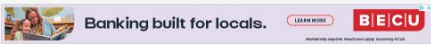
Canada, U.S. Columbia River Treaty negotiations in jeopardy

Amid the Trump administration's trade war and annexation threats, the work to update the 60-year-old treaty is paused after years of progress.



The Columbia River meanders along the Washington/Oregon border near White Salmon, Wash., Monday, Aug. 14, 2017. (Sofia Jaramila for Cascade PBS)

ADVERTISING






PHOTO BY NIKHIL K. GHOROKAR

The United States government has paused negotiations with Canada to finalize the renewal of a long-standing treaty covering the use of the Columbia River in the wake of President Donald Trump's trade war with Canada and threats to annex the northern neighbor.

The United States and Canada **last July reached an agreement in principle** to manage the mighty Columbia River, an economic and environmental powerhouse that starts in Canada and flows through Washington and Oregon on its journey to the Pacific Ocean. The two countries negotiated for six years to update the 60-year-old treaty.

But talks to finalize the treaty are "currently paused" while the Trump administration reviews all pending international agreements, said Adrian Dix, head of the British Columbia Ministry of Energy and Climate Solutions in Canada.

Officials for the U.S. State Department and the White House have not responded to requests for comment.

Facebook

Twitter

Instagram

YouTube



LinkedIn

Reddit

StumbleUpon

Republisc

ADVERTISING



TV

News

Podcasts

Events

Shows Festival

CASCADE PBS

Log InSupport usDonate

Featured

Series

Movies

Live

Schedule


My list

Channel: KCTS HDTV

See full schedule (7)

Amanpour and Company

36 min remaining



▶ 🔊 🔇 100%

Amanpour and Company

AMANPOUR AND COMPANY

58 Min

4:00 PM

4:30 PM

5:00 PM

CASCADE PBS

Life in the Loop

Arthur

Old Squad

WILD

Mango House

Your Serve or Mine

create

Fresh Class

Cook's Country

America's Test Kitchen

CASCADE PBS

Terms of Use

KCTS-TV Public File Ways

KYVE Public File

FCC Applications

Origins Grant

Corporate Support

Impact

Black Arts Legacies

Equity

Environment

Briefs

Ideas Festival

Ways to Give

Passport

Events

Viewer Guide

Cascade PBS in Canada

Ways to Watch

Help

Contact

Careers

About Us

Privacy

Donate

Newsletters

Reject Cookies

©2025 Cascade PBS Public Media. All Rights Reserved

Terms of Use

Privacy Policy

Newsletter Advertising Digital Rates*

Name	Reach/Frequency	Ad Size (px)	Description
A. artSea Advertorial	Subscribers: 13,000 Frequency: 1x per week	400x225	Weekly local arts content
B. artSea Standard Ad	Subscribers: 13,000 Frequency: 1x per week	255x255	Weekly local arts content
C. Cascade PBS Daybreak	Subscribers: 17,000 Total Impressions: 85,000 Frequency: 5x per week	255x255	Daily local news
D. Cascade PBS Weekly	Subscribers: 40,000 Frequency: 1x per week	400x225	Weekly round up of local news
E. Cascade PBS Weekly	Subscribers: 40,000 Frequency: 1x per week	255x255	Weekly round up of local news
F. Cascade PBS Politics	Subscribers: 9,000 Frequency: 1x per week	255x255	Bi-weekly elections and politics content
G. Cascade PBS Events	Subscribers: 117,000 Frequency: 2x per month	600x400	Cascade PBS and community events
H. Subscriber Discount (E-Blast)	Subscribers: 43,000 Frequency: 2x per month	600x900	Dedicated discount email sent to subscribers
I. This Week (PBS Content)	Subscribers: 110,000 Frequency: 1x per week	255x255	PBS programming content
J. Tellygram (Masterpiece Content)	Subscribers: 13,000 Frequency: 1x per week	255x255	British drama programming content

STREAM
THE VERY
BEST

PBS
WATCH NOW



finding
your
roots
with HENRY LOUIS GATES, JR.



PBS
NEWS
HOUR



MASTERPIECE
ALL CREATURES
GREAT & SMALL

* Local PBS station membership required to access some content

▶

ENGAGE STREAMING VIEWERS
WHO TRUST WHAT THEY WATCH

Estimated 115,000 STREAMS per monthly share of voice
Streaming ads viewed on desktop and mobile devices are clickable.
Sold Monthly, 25% Share of Voice

2025 Deadlines	Creative Due	2025 Deadlines	Creative Due
January	December 19	July	June 19
February	January 16	August*	July 17
March*	February 20	September	August 21
April	March 20	October	September 18
May	April 17	November	October 23
June*	May 22	December*	November 20

*Limited inventory. These months have one share of voice other months have 4 shares available.

artSEA

Sent every Thursday

The arts and culture newsletter reaches a highly targeted readership. Each week providing updates on everything from visual arts to dance performances.

Subscriber Count

13,000

Pricing

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

Sponsored featured content space

Standard ad



I'm arts and culture editor

Brangien Davis, looking forward to the first lunar art expo.



'X: The Life and Times of Malcolm X' (seen here in a production at The Met), is Seattle Opera's first mainstage work by a Black composer. (Marty Sohl / The Metropolitan Opera)



(Illustration by Valerie Niemeyer)

While fall is forever touted as the season for curling up with a book, I'm here to promote spring reading as none too shabby. Sunny patio + new book + midweight jacket = perfection. (And less sweaty than summer reading, fall's salty foil.)

I'm currently ensconced in the compellingly weird world created by Seattle writer **Stacey Levine** in her new novel, *Mice, 1961*. Two orphaned sisters — one of them with a strikingly unusual appearance — navigate coming of age in small-town Florida during the Cold War era. Their movements on one fateful day are traced by a shadowy housekeeper who sleeps behind the couch.

This nearly invisible watcher shifts between recounting small details, like a chewed piece of string, and adopting an omniscient voice that tracks the meta-story: "Certain stories fray to a faraway edge that tastes as unreal as saffron: metal crushed with honey." Spooky and strange! I like it.

Levine will be talking with Olympia writer **Anne de Marcken** — who also has a new novel, *It Lasts Forever and then It's Over*, featuring an undead narrator with a crow companion — at **Third Place Books Ravenna** ([March 27 at 7 p.m.](#)).

More local writers reading:

Performer and playwright **Susan Lieu** will discuss her new memoir, *The Manicurist's Daughter*, about her decades-long search for answers after her Vietnamese refugee mother died following a botched tummy-tuck surgery. ([Seattle Public Library, March 19 at 7 p.m.](#))

SPONSORED CONTENT



Celebrating a half century of artistic legacy in Snohomish County!

The Schack Art Center celebrates 50 years of unwavering commitment to the arts by fostering creativity and enriching communities through classes, exhibitions, and educational programming. [Learn more.](#)

Advertisement

APRIL on WHIDBEY ISLAND

REID OZAKI

SAT APR 6
3-5 PM

WHIDBEY POTTERY SALON
FREELAND

WHIDBEY ISLAND ARTS COUNCIL

CLICK FOR DETAILS & MORE ISLAND EVENTS

A Musical Evening from Spain with

Albert Cano Smit

Friday, April 12
7:30pm

Daybreak

Sent daily, Monday–Friday

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

Subscriber Count

17,000

There are four standard ad units. Your ad will appear every day in the E-News for one week.



It's Monday, March 4. Washington is ranked as one of the top 10 states with the strongest gun regulations, according to Everytown for Gun Safety.

Even so, the Centers for Disease Control's latest state-by-state figures report Washington had 896 gun deaths in 2021 – a 71% increase over 522 gun deaths in 2000.

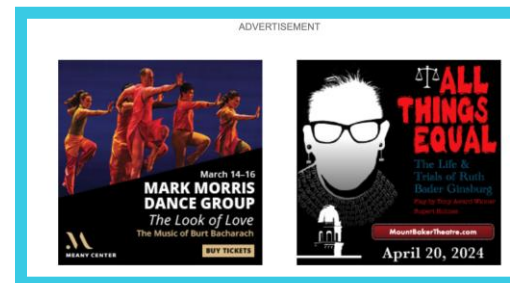
But Olympia is seeing another round of new regulations during the 2024 session, with a few proposals likely headed toward Gov. Jay Inslee's desk. House Bill 1903 would require people to report lost or stolen guns within 24 hours, and House Bill 2118 would require firearm dealers to adopt additional security measures. HB 2118 passed the Senate on Tuesday, and HB 1903 passed out of the Senate on Wednesday.

Writer John Stang breaks down four bills that still appear to be alive ahead of the March 7 deadline.

Also in this newsletter: Washington wants to use \$200M from its cap-and-trade program for new electric ferries, but a November vote could create funding issues; and, the Legislature clears the way for a new AI task force.

Notice something new?

Crosscut Daily has changed to Cascade PBS Daybreak, but what won't change is the content. You'll continue to receive the same daily headlines each weekday from our award-winning, nonprofit newsroom. [Learn more about the evolution to Cascade PBS here.](#)



WA's carbon pricing system may fund \$200M for new electric ferries
by John Stang

But if voters repeal the cap-and-trade program in a November referendum, the plan to convert three diesel vessels to hybrid may need other funding sources. [Read more](#)

More local stories on our minds:

- The Chameleon looks to transform the former Lucky You Lounge into a more versatile and varied music and arts hub ([The Inlander](#))
- King County Announces \$1 Million in Additional Support for Asylees and Refugees in Tukwila ([South Seattle Emerald](#))
- Idaho bill proposing \$420 mandatory minimum fine for marijuana possession goes up in smoke ([Idaho Capitol Sun](#))
- In-N-Out to open its first WA location in Clark County ([Seattle Times](#))

Track bills in the WA Legislature

From updates to the cap-and-trade program to proposed AI regulations, we can help you follow some of the legislation moving through Olympia's 2024 session. [Check it out](#)

Advertisement



News Weekly

Sent every Sunday

A roundup of the week's top news stories

Subscriber Count

40,000

Pricing

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

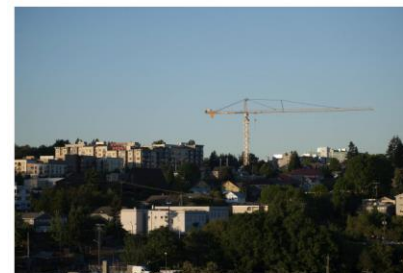
Standard ad unit and featured content unit available



Seattle to increase housing density in all neighborhoods

The City of Seattle's new comprehensive plan for the next 20 years creates new neighborhood designations to allow more corner stores and restaurants to be built near housing, and implements the state's new "missing middle" law to allow multiple residents to be built on single-family home lots.

The proposal dictates what kind of housing can be built, how much can be built and where it could go as the city prepares for population growth to reach 1 million residents by 2050.



A construction crane above Seattle's Central District. (Matt M. McKnight/Cascade PBS)

Since 1194, residential growth has been shaped by the city's "urban village strategy," which limited housing construction to urban centers such as Downtown and South Lake Union and along arterial streets while limiting most of the city's residential zones to single-family homes.

A 2021 analysis found that concentrating growth to small areas while allowing only low-density housing construction perpetuated Seattle's racial and socioeconomic inequities.

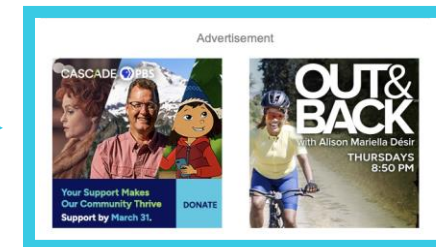
City reporter Josh Cohen breaks down the draft plan for the city's new neighborhood designations.

SPONSORED CONTENT



Insist on H.O.P.E. in Times of Change

Attend the next CEOToCEO Breakfast to hear the "Impact of Cultivating the Power of Hope" on March 20th at the Bellevue Club. Register online at [CEOToCEO.com](https://ceotoceo.com)



Podcast | How climate change is taxing our mental health

Rising sea levels. Smoky skies. Longer wildfire seasons. Dangerous droughts. Climate change can have lasting effects on our physical health, but mental health professionals say it can also hurt our emotional health.

Eco-anxiety, or climate anxiety, is a chronic stressor or emotional response to the omnipresent climate crisis that can leave us feeling overwhelmed, guilty or even helpless.

While people of all ages can experience climate anxiety, UW Bothell associate teaching professor Jennifer Atkinson explains how the issue has impacted younger generations' outlook on the present and future world.

[Crosscut Reports host Maleeha Syed chats with Atkinson](#) on how our warming world is affecting mental health and how we can manage these emotions.

MORE FROM THIS WEEK

- [WA Legislature OKs 3 initiatives, leaving tax measures for ballot](#)
- [WA lawmakers pass bill to curb seizures of child support payments](#)
- [WA's carbon pricing system may fund \\$200M for new electric ferries](#)
- [WA school districts aren't following up on their truant students](#)
- [A heap of housing bills failed in WA's legislative session](#)
- [Crosscut Now: WA health officials trash masks, gloves and more PPE](#)
- [WA legislators are pushing new gun bills. Here's what could pass](#)
- [WA bill to offer unemployment pay to striking workers falls short](#)



Events

Sent every other Thursday

A roundup of upcoming live events hosted by Cascade PBS

Subscriber Count
117,000

Pricing
Two ad units per Event Newsletter email



February 28, 2024



SATURDAY, MAY 4

The Cascade PBS Ideas Festival is back!

The **Cascade PBS Ideas Festival** (formerly Crosscut Ideas Festival) returns to downtown Seattle for a full day of live podcast and television recordings with celebrated guests from around the country; plus community meetups, interactive experiences, breakfast, happy hour and more! **Tickets starting at \$25 are on sale NOW!**

This year's lineup includes live podcast recordings of [REVISIONIST HISTORY](#) with [MALCOLM GLADWELL](#) and [TEXT ME BACK](#) with [LINDY WEST](#) and [MEAGAN HATCHER-MAYS](#).

Additional podcast tapings include [CRITICS AT LARGE](#) (The New Yorker), [RADIO ATLANTIC](#) (The Atlantic), [TUG OF WAR](#) (CNN), [LEFT RIGHT AND CENTER](#) (NPR), [THE WEEDS](#) (Vox), [POST REPORTS](#) (Washington Post), and [HEAR ME OUT](#) (Slate) with more to be announced!

[GET TICKETS](#)

THANK YOU TO OUR PARTNERS:



EVENTS FROM OUR SPONSORS



MARCH 9

The Schack Art Center's 42nd Annual Arts Benefit Auction and Gala is here!

Join us for an impactful evening of art and philanthropy at the **H'Arts Benefit Auction on March 9**, where each bid amplifies the impact we make together. Visit schack.org/harts for more information.

This Week

Sent every Friday

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 local stories (Out and Back, Mossback's Northwest, etc.); and events (e.g. Ken Burns screenings).

Subscriber Count

110,000

Pricing

Sold as a package with Cascade PBS Tellygram. Sponsor ads will appear in each newsletter in the same week. There are four standard ad units available per week.



April 5, 2024

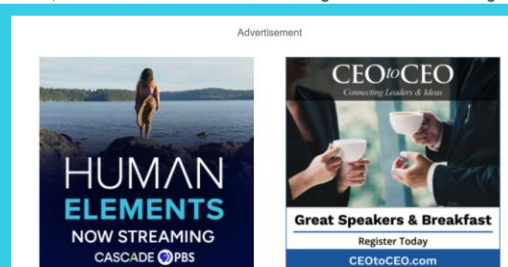


FOOD // FRIDAY, APRIL 5 @ 8:50 p.m.

The Nosh with Rachel Belle Series Premiere

Our latest Cascade PBS original series, *The Nosh with Rachel Belle* explores the eclectic and delicious culinary scene of the Pacific Northwest through lively and curious storytelling. We examine art, culture, trends and the outdoors, all through the lens of food and drink.

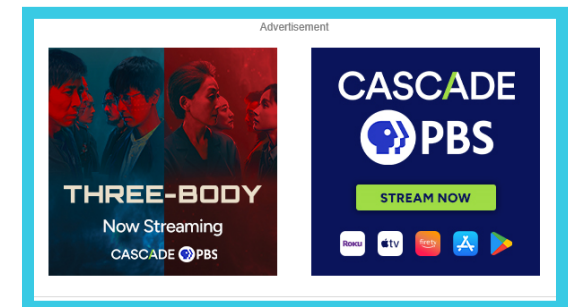
In tonight's premiere episode, host **Rachel Belle** explores the Seattle bagel boom, and introduces us to the bakers crafting the most delicious dough.



Karlie Kirkham is celebrated for her dedication to inclusive education, ensuring every student receives a tailored learning experience. By sensitively adapting the curriculum, her approach has led to early graduations from special education programs. Emphasizing empathy and mutual support among her students, Kirkham's classroom exemplifies the power of inclusion, where children naturally assist each other, creating a nurturing and effective learning environment.

[Watch the story >](#)

The **Golden Apple Awards** honor successful teaching models and programs among Washington state educators. [Learn more.](#)



More to Watch

Fri @ 8:50p [The Nosh with Rachel Belle](#) When Food Is Art (EP 2/4)

Fri @ 10p [Next at the Kennedy Center](#) Ben Folds Presents DECLASSIFIED

Sat @ 10:30a [Three-Body Marathon](#) (EPs 11-20/30)

Sun @ 8p [Call the Midwife](#) (S13 EP 5/8)

Mon @ 8p [Antiques Roadshow](#) North Carolina Museum of Art Hour 2

Tues @ 9p [Julius Caesar: The Making of a Dictator](#) Ides of March (EP 3/3)

Wed @ 9p [A Brief History of the Future](#) Once Upon a Time (EP 3/6)

Tellygram

Sent every Thursday

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.

Subscriber Count
13,000

Pricing

Sold as a package with Cascade PBS This Week. Sponsor ads will appear in each newsletter in the same week. There are four standard ad units available per week.

Included with This Week pricing



February 29, 2024



CULTURE // FRIDAY, MARCH 1 @ 9:30 p.m.

England Made With Love

Explore artisan craftsmanship and hidden treasures in one of the world's most beautiful countries. Meet the talented and dedicated watchmakers, weavers, bookbinders and roof thatchers who teach hands-on skills to the next generation of apprentices and stay true to the artistry that shaped their lives decades ago.

[Watch a preview >](#)

Join the conversation!

Are you interested in chatting with other Cascade PBS Masterpiece, drama and mystery fans? Join our [Masterpiece and More](#) Facebook group where you can dish about your favorite shows, get up-to-date news, sneak peeks and more!

[Join the group >](#)

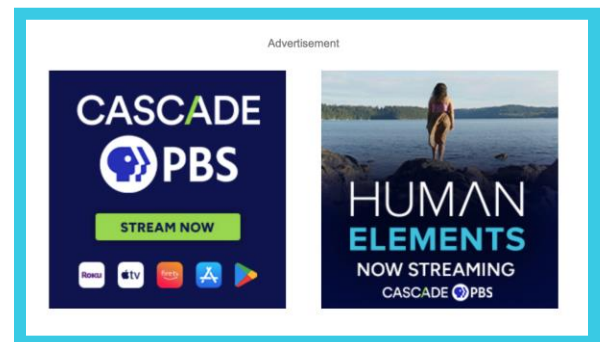


Take a Leap Forward With Cascade PBS

We're always excited when a Leap Day arrives! While it's a day that symbolizes possibility, transformation and taking a leap forward, together with your crucial support, we hope to turn this extra day into an opportunity for positive change and lasting impact towards this vital public resource.

Please, make this extra day count in a meaningful way by supporting Cascade PBS. Your gift is what makes incredible programs that uniquely belong to our entire community.

[Make a donation >](#)



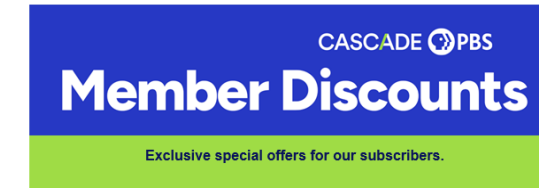
Subscriber Discounts

Limited to once per week

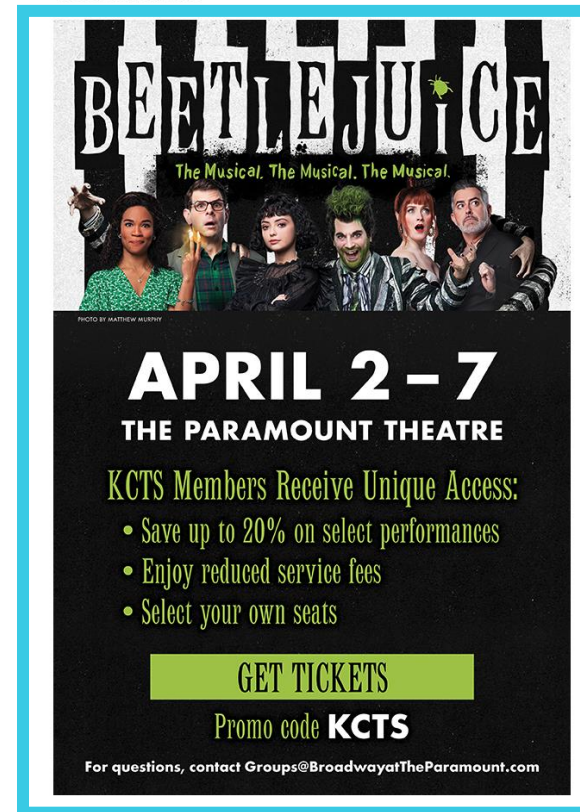
The E-Blast is a dedicated email that reaches a selected audience. Must contain a member benefit offer such as discounts on tickets.

Subscriber Count

43,000



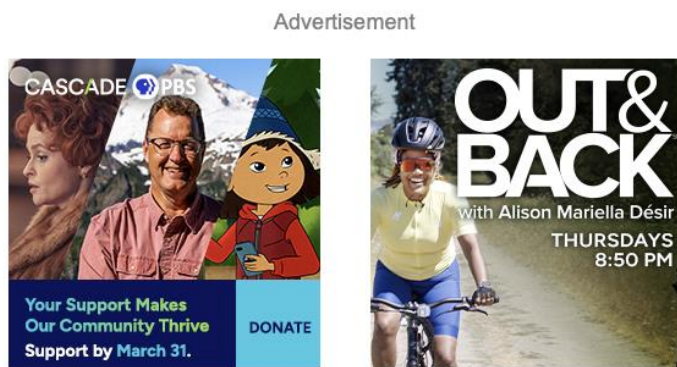
December 12, 2023



Premiera Blue Cross Broadway at The Paramount is pleased to offer you reduced rates and service fees to **Beetlejuice!**

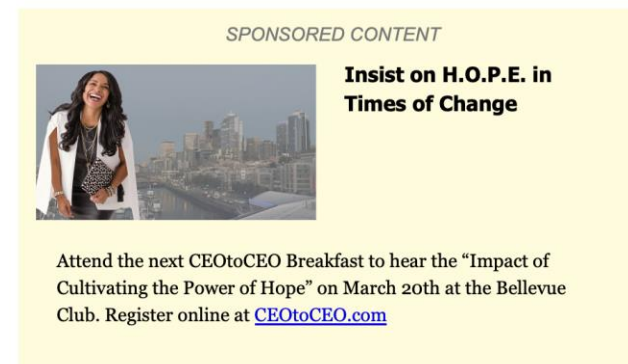
He earned his stripes on Broadway ... now the ghost-with-the-most is coming to your city.

Standard Newsletter Ad



1. **255x255 image:** No restrictions on the amount of text on the image.
2. **Link:** The URL you would like to use for your advertisement.

Sponsored Content



1. **400x225 image:** The image should not contain any copy or text.
2. **Title:** Short and succinct, with a max of 75 characters.
3. **Ad copy/Description:** A short description of the promotion. Due to limited space, the maximum length is 175 characters.
4. **Link:** The URL you would like to use for your advertisement. Both the image and the 'Learn more' text will be linked.

Sponsored Events



1. **600x400 image:** The image should not contain any copy or text.
2. **Title:** Short and succinct, with a max of 75 characters.
3. **Ad copy/Description:** Maximum length of 60 words.
4. **Link:** The URL you would like to use for your advertisement. Both the image and the 'Learn more' text will be linked.

Member Discount



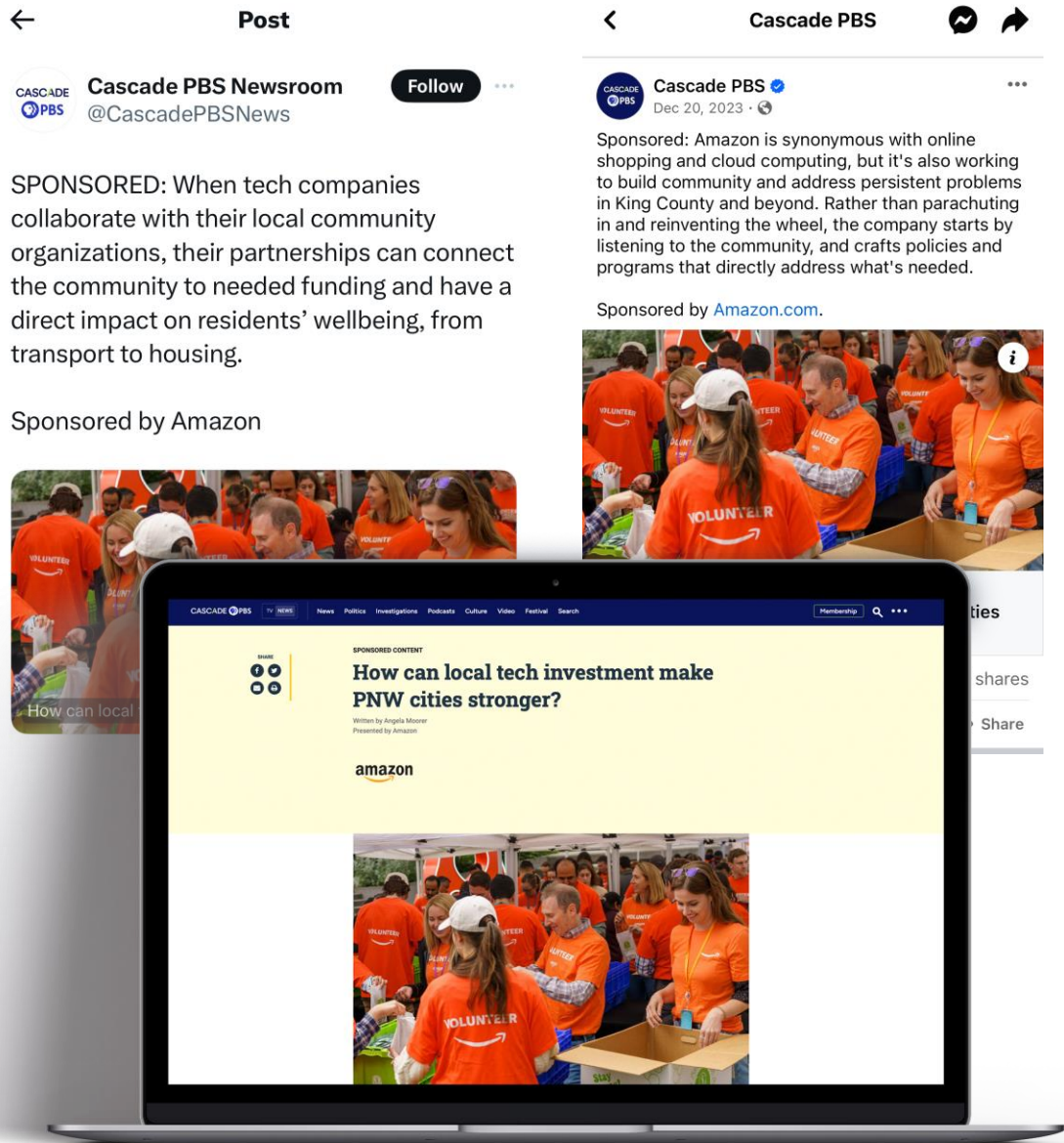
1. **600x900 image:** The image can contain copy or text.
2. **Ad copy/Description:** The length of the newsletter copy can be between 110 and 160 words.
3. **Link:** The URL you would like to use for your advertisement. Both the image and the 'Learn more' text will be linked.

Premiera Blue Cross Broadway at The Paramount is pleased to offer you priority access, reduced rates and service fees to select performances of **WICKED**.

So much happened before Dorothy dropped in. **WICKED**, the Broadway sensation, looks at what happened in the Land of Oz ... but from a different angle. Long before Dorothy arrives, there is another young woman, born with emerald-green skin—smart, fiery, misunderstood and possessing an extraordinary talent. When she meets a bubbly blonde who is exceptionally popular, their initial rivalry turns into the unlikelyst of friendships ... until the world decides to call one "good," and the other one "wicked." From the first electrifying note to the final breathtaking moment, **WICKED**—the untold true story of the Witches of Oz—transfixes audiences with its wildly inventive story. "If every musical had the brains, heart and courage of **WICKED**, Broadway really would be a magical place" (Time Magazine).

While supplies last. Offer valid on select performances and price levels. Prices and performance dates subject to change. All sales are final. No exchanges or refunds. Available online only. Tickets are Mobile Delivery Only. For assistance, please contact groups@broadwayattheparamount.com

[Find tickets >](#)



Sponsored Content

Sponsored content allows sponsors to tell a richer story or communicate a more complex point of view.

Cascade PBS will work with a sponsor to develop a compelling article and video that reaches Cascade PBS's educated, influential audience.

There are many ways to direct Cascade PBS viewers and visitors to sponsored content, including email, social media and broadcast.

All sponsored content is clearly labeled.



Creative Production Services

Creative Works is the not-for-profit, creative and content studio for Cascade PBS.

Building on our mission to *inform and inspire our community to make the world a better place*, we work with organizations to create brand personalities and capture the colorful stories that move and inspire audiences across platforms and around the globe.

- Discover your goals, needs and selected audience
- Propose creative solutions to make an impact
- Generate accurate cost estimates and timelines for delivery
- Deliver PBS broadcast-quality productions

For examples contact Cascade PBS.



CASCADE  PBS

