



North Sound Media

Largest Locally Owned Media Company Serving the Greater Snohomish County Area



Everett
Post

North Sound Coverage

Serving over 1 Million People* in Skagit, Island, and Snohomish County



**There are over 1.3 million people living and working in S Whatcom, Skagit, Island, Snohomish, & N King Counties. According to the 2017 Radio Format Profiles from Gfk MRI Doublebase 20% of the 18+ population listens to country music every week (201K). Source: RAB Radio Format Profiles, Gfk MRI Doublebase - 2012 - Wight to Population.*

AUDIENCE METRICS

Monthly Metrics, May & June 2023 – Based on most recent 28 days

**Estimated AM/FM
Broadcast Audience***
168,469



**Total Stream Audience
(KRKO & KXA Unique Listeners)**
22,973
(up 18% Year Over Year)



**Estimated Total
Listening Audience***
191,442

WEBSITE ANALYTICS

- 11,728 Total Users
- 14,843 User Sessions
- 42,549 Page Views



- 2,800 People Reached
- 3,482 Total Followers

MOBILE APP DOWNLOADS

- 7,622 - KRKO & KXA Total
- +65 from June 5th



- 5,929 People Reached
- 3,751 Total Followers

EMAIL CLUBS

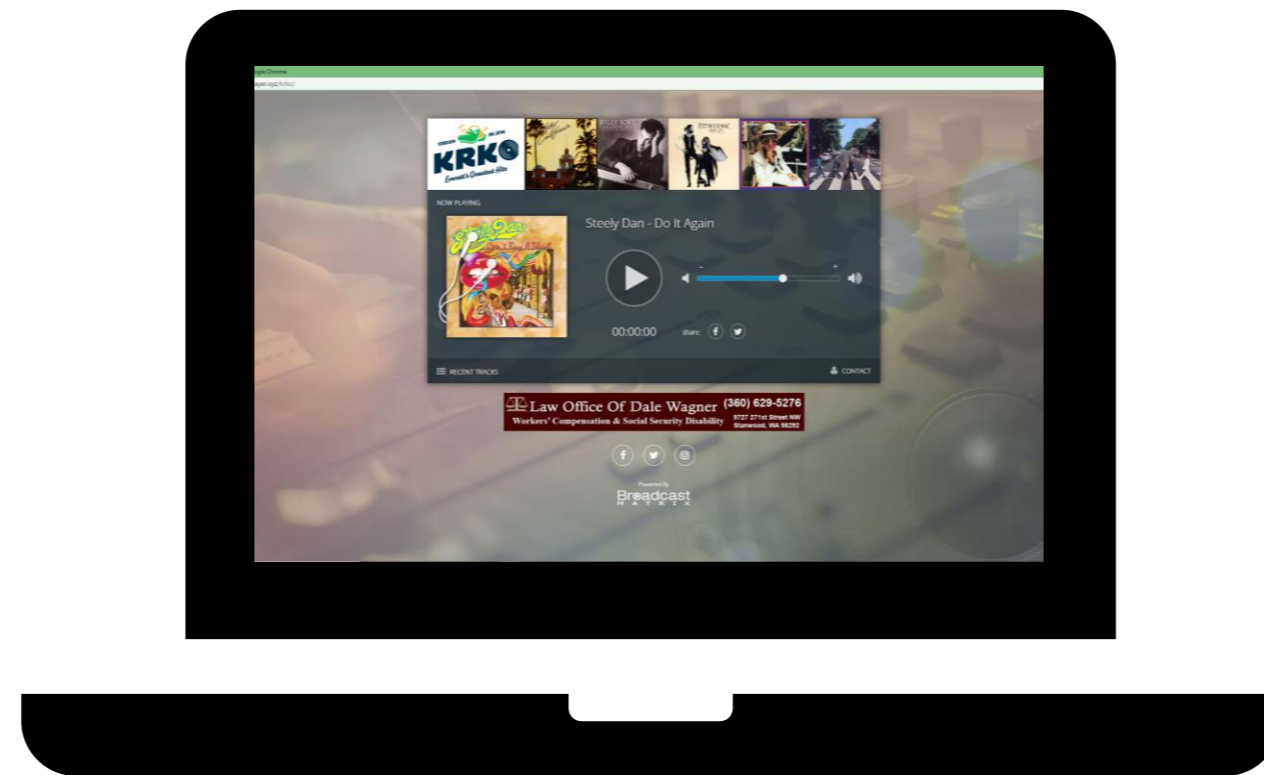
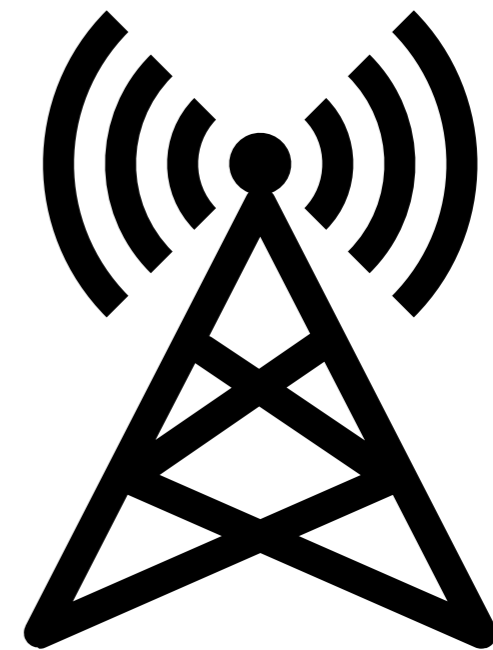
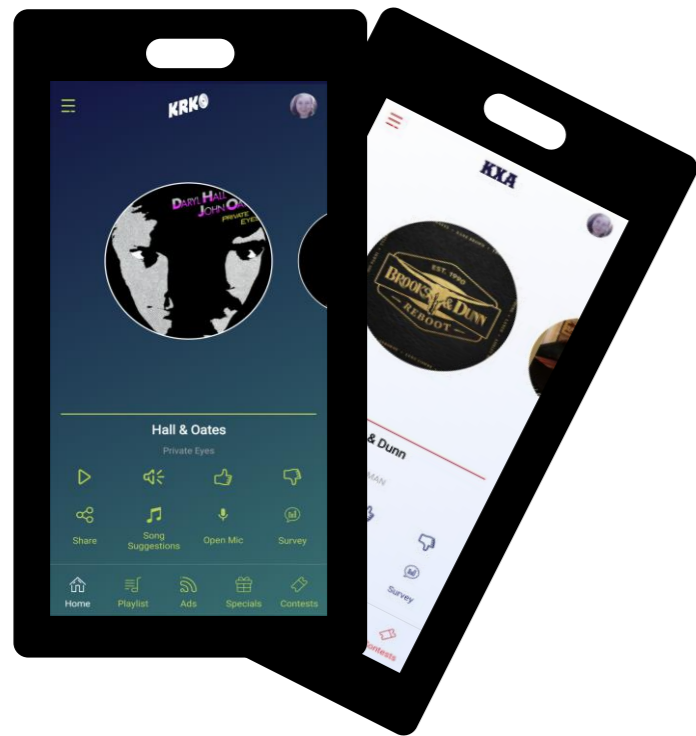
- 3,514 Current Total
- +354 from BYM



- 5,520 People Reached
- 4,525 Total Followers

(*) Assumes stream equals 12.% of total listening: [Streaming Now Accounts for 12% of AM/FM Radio Listening in the U.S. - Edison Research](#)

Ways to Listen



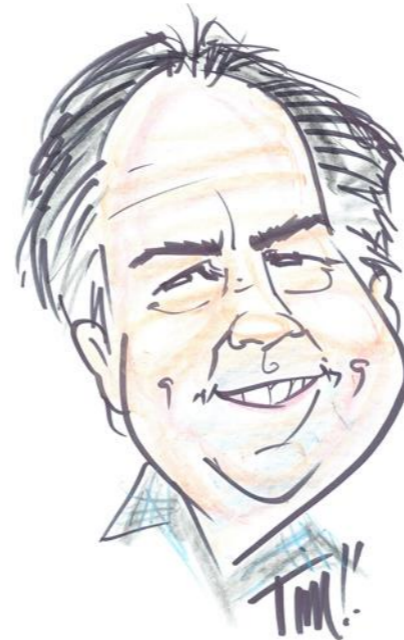
North Sound Talent



Stitch Mitchell
Mornings 6am-9am



Charlye Parker
Weekends 10am-3pm



Tim Hunter
Mornings 6am-9am



"Tall" Tom Lafferty
Updates 9am-6pm



Ted Buehner-
Meteorologist



And KRoko!

Our Customers, Their Money

WHY DO

BABY BOOMERS MATTER?

109 Million Americans are Baby Boomers ¹



- 1 BABY BOOMER will be turning age **65** every **8 SECONDS** for the next **20 YEARS**
- Currently the number of people over 50 is **109** million
- Average # of cars bought per household after the “head of household” turns age 50 = **7**
- People **55+** are more active in online finance, shopping and entertainment than those under 55
- Our streams are available on all devices, making access a breeze for all ages

* Sources: Bill Novelli, 50+: IGNITING A REVOLUTION TO REINVENT AMERICA, Marti Barletta - PrimeTime Women, Forrester Research, Pew Research/10.11 and US News



Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics, September 2022

Generation	Gen Z	Millennials	Generation X	Boomers	Silent
Birth Year Range	1997-2012	1981-1996	1965-1980	1946-1964	1945 or older
Age	9-24	25-40	41-56	57-75	76+
Population Distribution ¹	20.7%	21.7%	19.8%	21.2%	5.8%
Average Annual Expenditures	41,636	69,061	83,357	62,203	44,683
Housing	15,449	24,052	26,385	21,273	16,656
Healthcare	7,929	11,052	13,956	9,327	7,053
Food	5,529	9,249	11,656	7,651	5,487
Transportation	3,871	8,463	10,388	6,594	5,263
Cash Contributions	2,097	4,026	5,550	639	4,045
Entertainment	1,693	3,457	4,694	3,476	2,027
Personal Insurance and Pensions	1,498	2,135	2,747	2,876	1,213
Miscellaneous Expenditures	1,354	1,163	2,363	1,289	748
Apparel and Services	760	1,008	2,249	916	729
Personal Care Products and Services	496	934	1,331	732	597
Education	368	777	956	703	310
Alcoholic Beverages	303	629	601	561	297
Reading	210	378	375	372	142
Tobacco Products and Smoking Supplies	79	107	106	124	117

EVERYTHING
IN
YELLOW
IS
OUR
AUDIENCE!

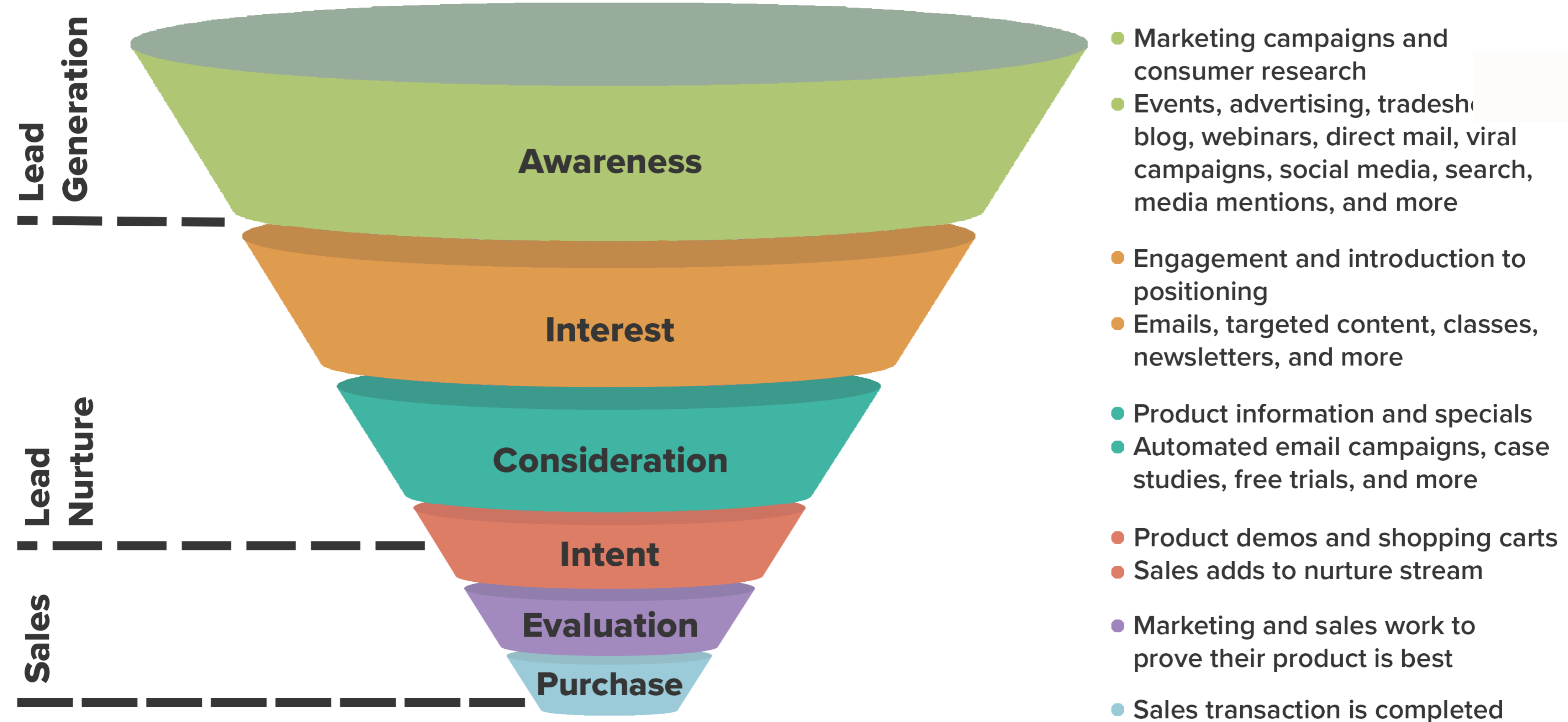
THEY'RE
THE
BIG
SPENDERS!

Consumer Expenditure Surveys, U.S. Bureau of Labor Statistics, September, 2022

<https://www.bls.gov/cex/tables/calendar-year/mean-item-share-average-standard-error/reference-person-age-generation-2021.pdf>

¹ Population distribution in the United States in 2021, by generation Published by Erin Duffin, [Statista](#)

The Marketing Funnel





dMap is our Digital Marketing Advertising Platform.

Our digital campaigns are custom designed to fit your budget and deliver impressions across any digital platform based on demographic, geographic and lifestyle customer attributes with verifiable results.

- **Targeting** - Reach prime customers in a defined area with messages where no other ads can go.
- **Delivering** - Our exchange has over 15,000 apps and mobile websites that complement the tastes of your customer and delivers your message to a captive audience while they are using any digital device.
- **Engaging** – Messages with a call to action that let customers click, call or learn more about you! Track your progress with measurable results.

IP TARGETING

Internet Advertising to Specific Households

Our IP Targeting solution allows you to target your desired audience down to their individual address.



EMAIL

Effective Email Marketing

Our programatic and o&o databases consist of more than 140 million consumer and business emails allowing you to reach a highly desirable targeted customer's inbox.



SEO

SEO is the process of getting your business to show up in search categories that are most relevant to your business. We deliver a unique SEO product by implementing strategies throughout the year that focus on all ranking factors with local and organic SEO algorithms.



NATIVE

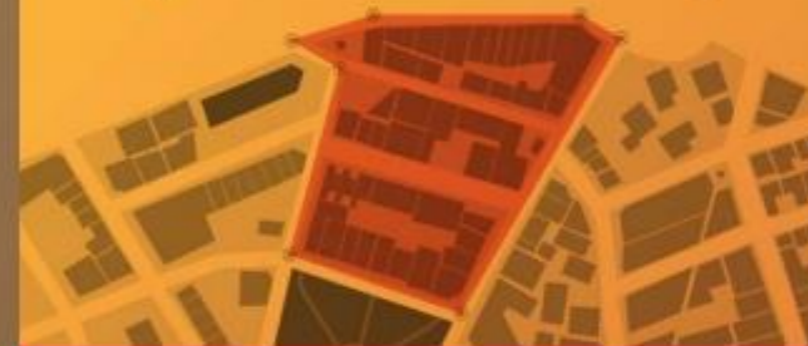
Native ads are not easily recognizable as an ad. They adopt the look and feel of a website's content inviting the viewer to engage them.



GEO-FENCING

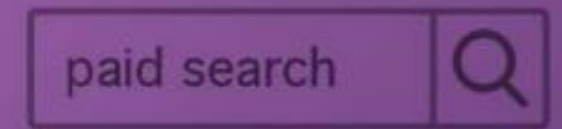
Virtual Geographic Perimeter

Advanced spatiotemporal mapping allows for targeting potential customers within a defined geographic area. Geo-fencing constructs a virtual boundary which allows advertisers to send mobile advertising to anyone entering the area in real time or within the last year.



PPC/SEM

Search Engine Marketing & Pay Per Click is a way to drive leads at the bottom of the funnel conversions. Be sure to be in front of your customers when they are actively searching for your products. As a Google Premier Partner, we pride ourselves in running campaigns adhering to Google's Best Practices.



SOCIAL MEDIA

Advertising with Social Platforms

Ads on Facebook or Instagram maximize reach across both platforms, includes the option of YouTube videos.



VIDEO

Promotional Video Messages

Find your audience in the new television landscape of streaming video. We offer Pre-roll, Facebook Video, ConnectedTV, Full Episode Players and YouTube.



DISPLAY

An effective way to promote brand awareness, these visual based advertisements appear on websites, apps or social media in the form of banners ads. Coupled with programmatic targeting they can be an effective way to deliver your message to a precise audience.



Everett Post Website Advertising

Banner Ads

Header- \$300 per month



728 x 90

Footer- \$125 per month

- 728 x 90 Featured on the top and bottom (respectively) of all Everett Post, KRKO, and KXA website pages on rotation

Sidebar Ad- \$500 per month

- 308 x 220 Featured on the right-hand side of all Everett Post, KRKO, and KXA website pages on rotation



308 x 220

*Banner ads are not exclusive space. Advertisers can expect a minimum 20% of exposure in these positions

Sponsored/Paid Articles

- \$150 per 500-word story
- Everett Post Writing Services- \$100
- Articles are featured in the columns: World, National, Business, Entertainment, and Health. Placement in “North Sound News” or “Things to Know and Do” is an additional \$100

Local Weekday Traffic, News & Weather Updates

Station Title Sponsorship \$360/Week

- Your organization receives up to 90 mentions per week during key prime-time updates. Minimum commitment 13 weeks.

Weekly Update Sponsorships

- **1 to 9 times p/wk** - ten second live announcements @ **\$15** each
- **10 to 19 times p/wk** - ten second live announcements @ **\$13** each
- **20 to 30 times p/wk** - ten second live announcements @ **\$10** each

Announcement Rates (per station)

Weekday Prime Times - (fixed day & time)

Mon-Fri 12am - 6am	Mon-Fri 6am - 10am	Mon-Fri 10am - 3pm	Mon-Fri 3pm - 7pm	Mon-Fri 7pm - 12am
:60 \$7	:60 \$55	:60 \$41	:60 \$55	:60 \$9
:30 \$5	:30 \$36	:30 \$27	:30 \$36	:30 \$6

Weekday Prime Rotators - (best time available)

Mon-Fri 12am - 12am	Mon-Fri 6am - 7pm	Mon-Fri 6am - 10pm	Mon-Fri 5am - 12am
:60 \$15	:60 \$41	:60 \$30	:60 \$20
:30 \$10	:30 \$27	:30 \$20	:30 \$13

Weekend Prime Rotators - (best time available)

Sat-Sun 12am - 12am	Sat-Sun 6am - 7pm	Sat-Sun 6am - 10pm	Sat-Sun 5am - 12am
:60 \$9	:60 \$21	:60 \$15	:60 \$11
:30 \$6	:30 \$14	:30 \$10	:30 \$7



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