

CASCADE  PBS

Media Kit



# 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

**1M**

Annual web visitors



FACEBOOK

**60K**

Followers



ENEWS

**195K**

Subscribers



E-BLAST

**45K**

Recipients



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



**36% / 39% / 25%**

AGE

18-34 years

35-54 years

55+ years



BANKING AND FINANCE

**106K**

Have an affinity for finance and investing



GENDER

**53% / 47%**

Female / Male



SUSTAINABILITY

**135K**

Have an affinity for Sustainability and Green Living



EDUCATION

**1.8M / 900K**

College Grads / Post-Grads



ARTS & ENTERTAINMENT

**108K**

Have an affinity for arts and entertainment content

# CASCADE PBS

## Coverage Maps

 Transmitter and Cable Coverage Area





Washington



British Columbia



## Readership Density

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



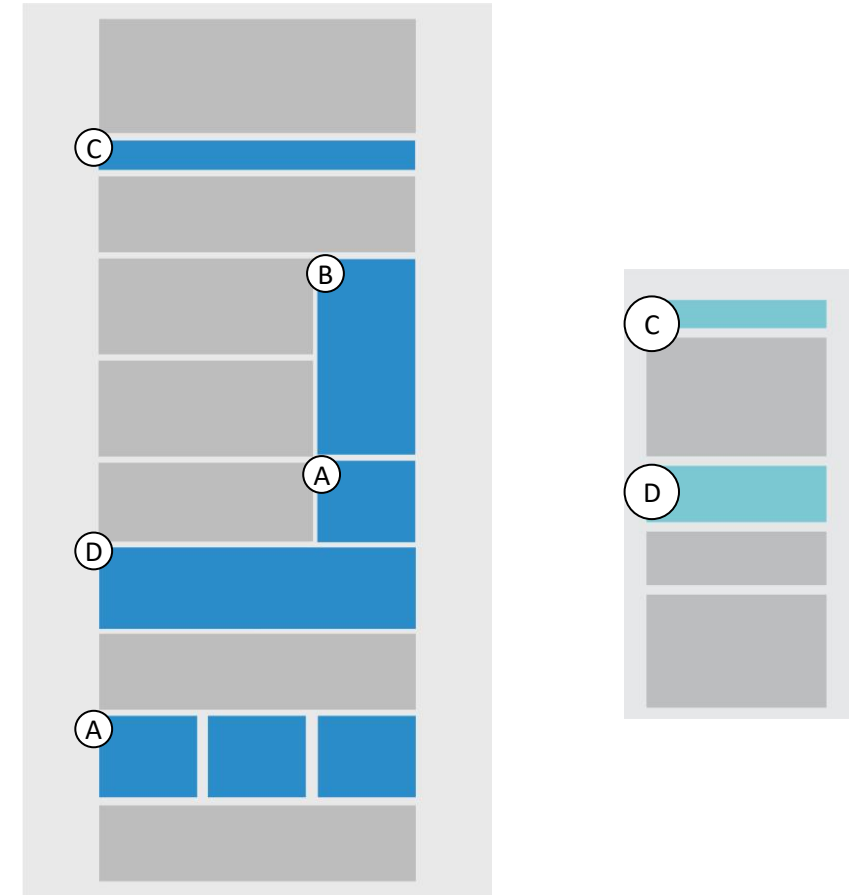
Western Washington

Program	Day-Part
Primetime	Monday–Sunday 8pm–11pm
<u>News Block</u> BBC News / BBC World News America/ PBS NewsHour	Monday–Friday 5pm–7pm, 11pm
PBS Kids Programs	Monday—Friday 5am–12pm
	Saturday, Sunday 6am–11am
Science and Nature	Wednesdays 7pm–11pm
British Drama/Masterpiece	Sunday 8pm–11pm



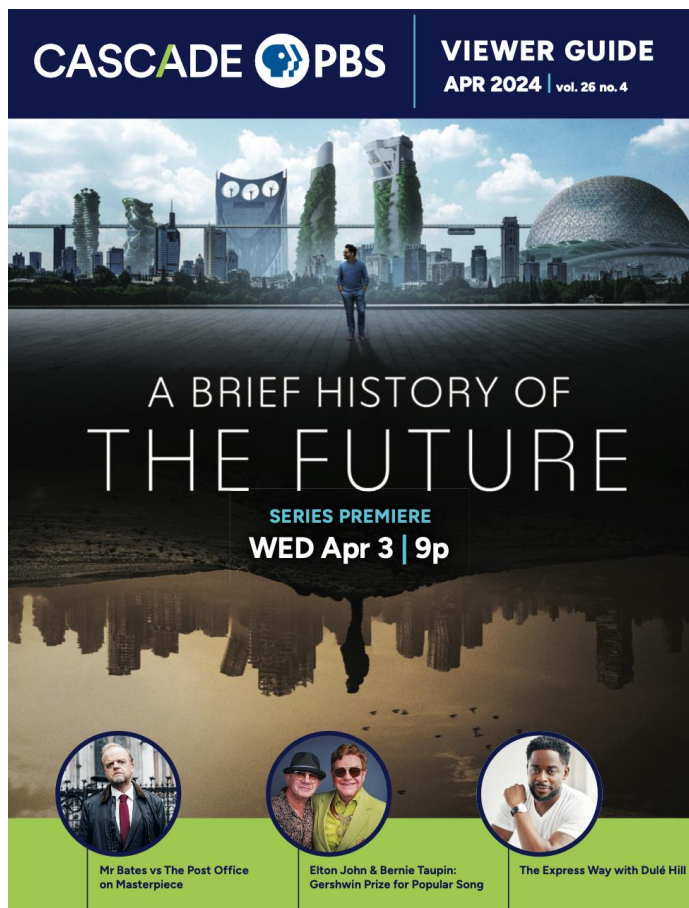
# Web Advertising

Name	Size (px)
A. Rectangle	300x250
B. Tower	300x600
C. Super Leaderboard	970x90 (desktop) 320x50 (mobile)
D. Marquee Leaderboard	970x250 (desktop) 320x100 (mobile)
E. Livestream Pre-roll :15	400x300 30 MB maximum



# Newsletter Advertising

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: 2x per month	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 <b>Included w/This Week advertising</b>	255x255	British drama programming content



CascadePBS.org | @cascadepbs



## BUILD TRUST IN YOUR BRAND WITH AN INFLUENTIAL AUDIENCE

120,000 SUBSCRIBERS receive a monthly print guide  
8,000 SUBSCRIBERS receive a monthly digital guide

2024 Issues	Artwork Due	2024 Issues	Artwork Due
January	November 10	July	May 7
February	December 8	August	June 11
March	January 12	September	July 9
April	February 9	October	August 6
May	March 8	November	September 10
June	April 9	December	October 8

\*Advertisements must be purchased in consecutive issues

← Post

CASCADE PBS **Cascade PBS Newsroom** @CascadePBSNews **Follow**

SPONSORED: When tech companies collaborate with their local community organizations, their partnerships can connect the community to needed funding and have a direct impact on residents' wellbeing, from transport to housing.

Sponsored by Amazon



← Cascade PBS

Cascade PBS Dec 20, 2023

Sponsored: Amazon is synonymous with online shopping and cloud computing, but it's also working to build community and address persistent problems in King County and beyond. Rather than parachuting in and reinventing the wheel, the company starts by listening to the community, and crafts policies and programs that directly address what's needed.

Sponsored by [Amazon.com](#).



[crosscut.com](#)  
How can local tech investment make PNW cities stronger?

A laptop screen showing the article 'How can local tech investment make PNW cities stronger?' on the Cascade PBS website. The article is labeled as 'SPONSORED CONTENT' and is presented by Amazon. The article text includes 'Written by Angela Moore' and 'Presented by Amazon'. The Amazon logo is displayed below the text. A large image of volunteers in orange shirts packing boxes is shown at the bottom of the article.

# 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.

# UNDERWRITING/VIDEO SERIES AND PODCAST

## **Video Series:**

Underwriting a Cascade PBS 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 Cascade PBS. As an underwriter, your message stays with each episode providing both depth and reach our audience.

## **Podcast Series:**

Cascade PBS coverage is at the center of our most important issues in the Puget Sound Region and our 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.





Host Sponsor  
**amazon**



# CASCADE PBS **IDEAS** Festival

**MAY 4**

[crosscut.com/festival](https://crosscut.com/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 Cascade PBS Ideas Festival.



### 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**

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



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  
PRELAND

WHIDBEY ISLAND ARTS COUNCIL

[CLICK FOR DETAILS & MORE ISLAND EVENTS](#)

VASHON CENTER FOR THE ARTS PRESENTS

*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 that 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.](#)

ADVERTISEMENT



March 14-16  
**MARK MORRIS DANCE GROUP**  
*The Look of Love*  
The Music of Bert Bacharach



**ALL THINGS EQUAL**  
The Life & Trials of Ruth Bader Ginsburg  
April 20, 2024



**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



**OUT & BACK**  
With Alison Mariella Désir  
THURSDAYS  
8:50 PM



**COMMUNITY THRIVE**  
Your Support Makes Our Community Thrive  
Support by March 31. [DONATE](#)

**CASCADE PBS IDEAS Festival**

**MAY 4**

**TICKETS ON SALE NOW!**

### News Weekly

Sent every Sunday

A roundup of the week's top news stories

Subscriber Count

**40,000**

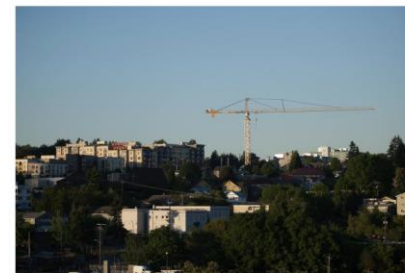
The newsletter is sent once per week and contains two separate ad units.



#### 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](http://CEOtoCEO.com)



Advertisement



Your Support Makes Our Community Thrive  
Support by March 31. DONATE



THURSDAYS 6:50 PM



#### 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](#)



## Politics

Sent every other Wednesday

A roundup of the elections and politics stories

Subscriber Count

9,000

There are four standard ad units in each Cascade PBS Politics Newsletter.

### CASCADE PBS POLITICS

Should Washington switch to mostly even-year elections? It's a question the Washington Legislature considered – but did not pass – again this year. The debate is far from black and white, and the history is quite interesting.

After [my interview with Secretary of State Steve Hobbs](#) about elections in general, I did some research on the history of this proposal. He pointed out Washington used to have only even-year elections, but decided about 50 years ago to change to the current system, in which the Legislature and statewide offices are filled on even years and most local offices are decided in odd years.



Ballots going through the counting process at King County Elections Office in Renton on Monday, October 30, 2023. (Amanda Snyder/Cascade PBS)

The people of Washington decided to switch to every-year elections in 1973, apparently for the same reasons Hobbs says he opposes the idea of switching back: The ballot was getting too long and elections officials felt people would likely give up before they got to the end of the ballot, where local races would be listed.

When a similar proposal was before the Legislature in 2020, the previous Secretary of State, Kim Wyman, [told The Associated Press](#) that in the last election before Washington moved to yearly elections, 24 ballot measures were on the statewide general election ballot.

about. One more week of watching and then we can all focus on the election.



Donna Blankinship  
News Editor

#### The Basics: Ballot return statistics

Have I given you a taste for digging into ballot return statistics? They're pretty easy to find online and kind of interesting, too. King County (and Seattle) data is found on the [King County elections site](#). You can look at this year's results and data on who voted, as well as scroll down and click on [past years](#). Go here for [statewide ballot counts](#) or other county websites for their data.

You can already see the ballots coming in for the current presidential primary election. If you have any questions about the primary, please check for answers on the [Crosscut FAQ](#). If we forgot something, let me know.

Advertisement



#### Recent coverage:



**WA Secretary of State Steve Hobbs talks misinformation, primaries**  
by Donna Gordon Blankinship

The state's chief elections officer sat down for an interview about ranked-choice voting, the 2024 election and more. [Read more](#)



**FAQ: Washington's March 12 presidential primary**  
by Donna Gordon Blankinship

Ballots for Washington's presidential primary have been mailed. What you need to know. [Read more](#)

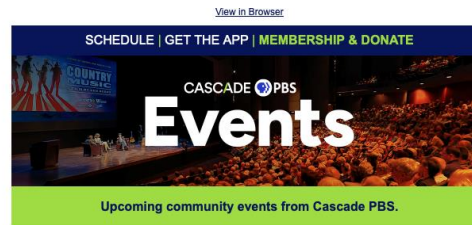
## Events

Sent every other Thursday

A roundup of upcoming live events hosted by Cascade PBS

Subscriber Count  
**117,000**

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](https://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**

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.

Advertisement



**HUMAN ELEMENTS**  
NOW STREAMING  
CASCADE PBS




**CEO to CEO**  
Connecting Leaders & Ideas  
**Great Speakers & Breakfast**  
Register Today  
CEOtoCEO.com

**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.](#)

Advertisement



**THREE-BODY**  
Now Streaming  
CASCADE PBS



**CASCADE PBS**  
STREAM NOW

ROKU TV YOUTUBE APPS

### 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**

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.

SCHEDULE | GET THE APP | MEMBERSHIP & DONATE

CASCADE  **Tellygram**

Weekly British drama and mystery, including Masterpiece favorites.

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 >](#)


Advertisement

CASCADE  PBS

STREAM NOW

HUMAN ELEMENTS

NOW STREAMING

CASCADE  PBS

## Member Discounts

Limited to once per week


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

Subscriber Count


**43,000**

One ad unit per E-Blast Newsletter email.



CASCADE   
**Member Discounts**  
Exclusive special offers for our subscribers.

December 12, 2023



**BEETLEJUICE**  
The Musical. The Musical. The Musical.

PHOTO BY MATTHEW HUBBARD

**APRIL 2-7**  
THE PARAMOUNT THEATRE

KCTS Members Receive Unique Access:

- Save up to 20% on select performances
- Enjoy reduced service fees
- Select your own seats

**GET TICKETS**

Promo code **KCTS**

For questions, contact [Groups@BroadwayatTheParamount.com](mailto:Groups@BroadwayatTheParamount.com)

Premera 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

Advertisement



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

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](http://CEOtoCEO.com)

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.



## CREATIVE WORKS

### 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.

For examples contact Angela Moorer or Mark Allan.

- 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

### Contact

#### Angela Moorer

Biz Dev/Client Services

[Angela.moorer@cascadepbs.org](mailto:Angela.moorer@cascadepbs.org)

206.443.4805

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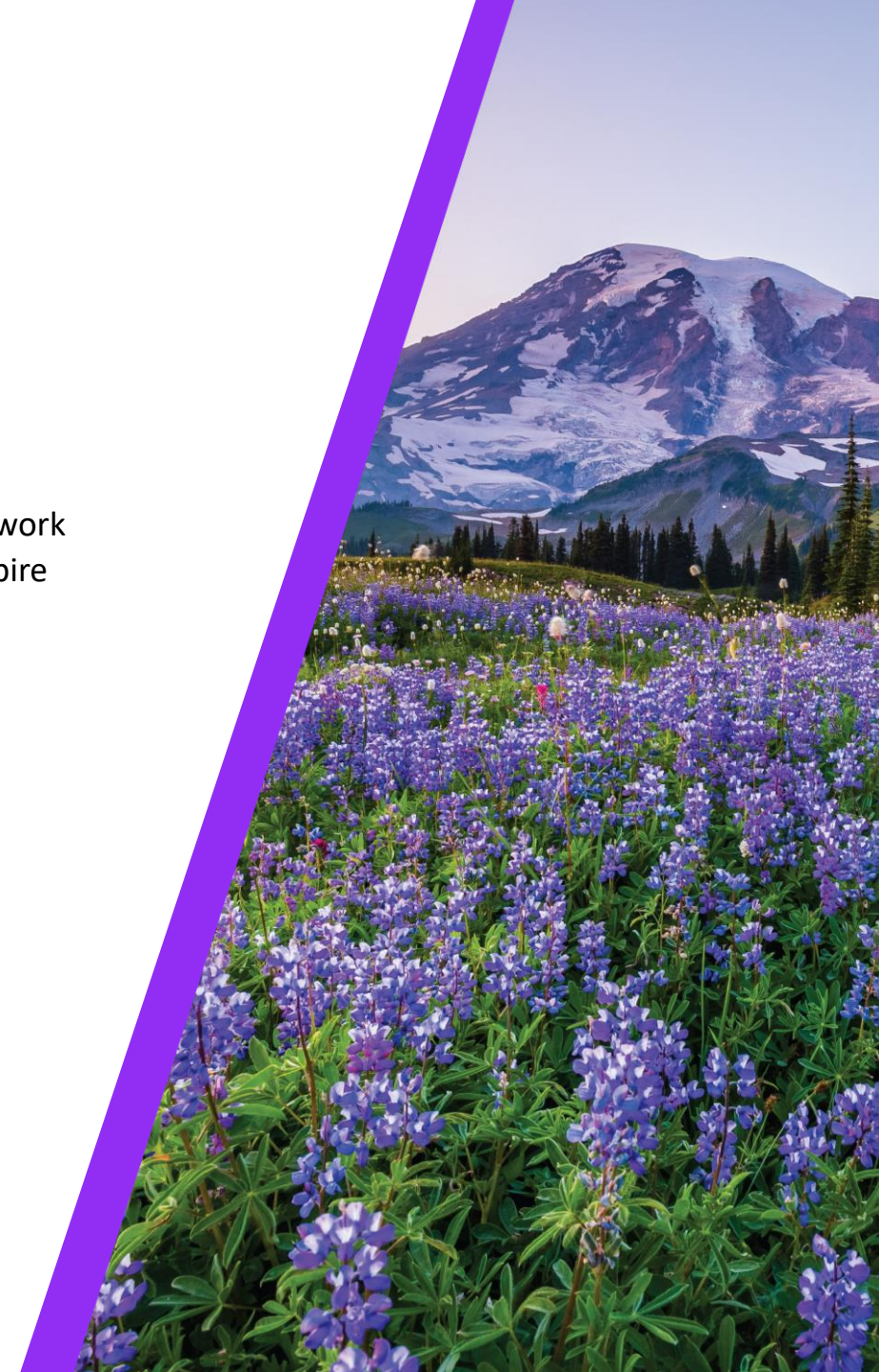
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