



# Winter at the Oregon Coast 2025 Partner Package Options





**RESEARCH TO BEST TARGET YOUR MOST LIKELY,  
HIGH VALUE VISITORS WHO SPEND MORE**

# KATU AFFLUENT TRAVELERS: PRIME TARGETS FOR OREGON COAST OFF-SEASON GETAWAYS

## AFFLUENT DEMOGRAPHIC:

- 47% earn \$100k+, higher than the market average, suggesting disposable income for travel and leisure activities.

## STRONG TRAVEL PROPENSITY:

- 54% have taken domestic air round trips in the past 12 months, primarily for personal or vacation purposes, indicating an active travel lifestyle.

## OREGON COAST AFFINITY:

- 23% more likely than the market average to have visited "Other Oregon Coast" for overnight stays in the past year, showing existing interest in coastal destinations.

## VACATION-ORIENTED:

- 87% are classified as vacation seekers, with high interest in beach or lake (48%) and family vacations (46%) planned for the next 12 months.

## ACTIVE TRAVEL PLANNERS:

- In the past 30 days, 51% searched online for personal and leisure trips, and 37% researched vacation destinations, suggesting ongoing travel planning activities.

## DIGITAL ENGAGEMENT:

- 28% spend 20+ hours online weekly, with top travel websites visited including Expedia, Google Flights, and TripAdvisor, indicating a strong digital presence for travel research.

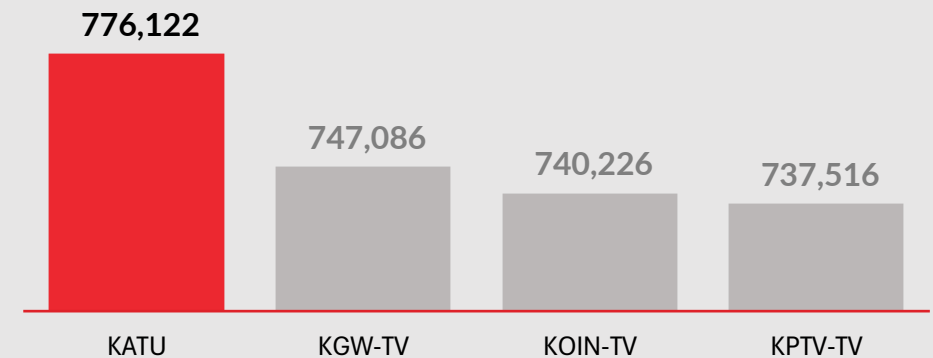
## BALANCED DEMOGRAPHICS:

- Even gender split (50% male) and employment rate (50%), with 57% married, suggesting potential for targeting couples and families for off-season travel.



## KATU Delivers Our Target Audience

Target Projected



# KATU VIEWERS SPEND ON HOTELS AND SHORT-TERM RENTALS.

**77%**

stayed at a hotel or motel in the past 12 months.

**25%**

more likely than the market average to have stayed at a bed and breakfast in the past year.

**1 in 5**

lodged at a short-term rental, such as an Airbnb or VRBO, in the past year.

**Over 1 in 5**

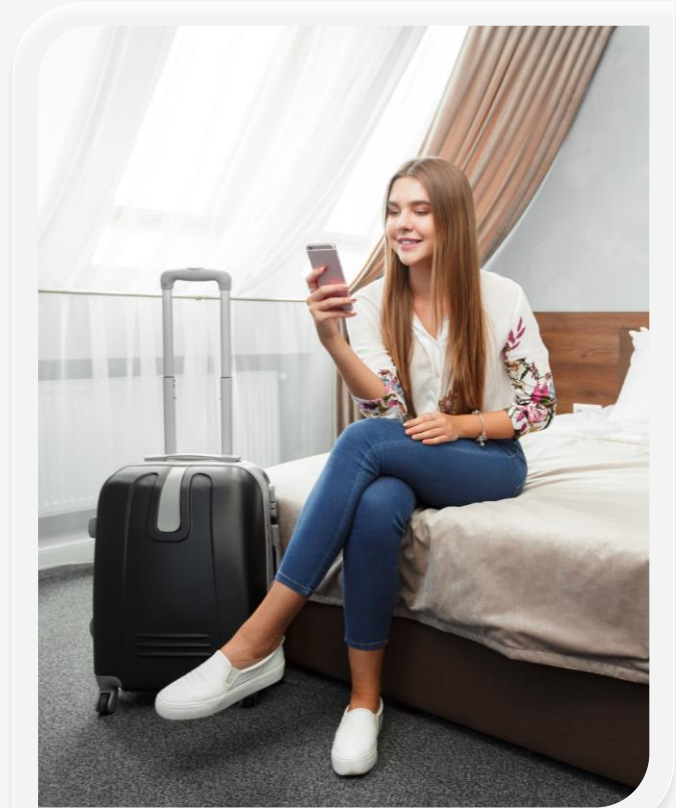
stayed at a hotel, motel, or other lodging eight or more times in the past 12 months.\*

**41%**

have a household income of \$100,000+. They have money to spend on travel.

**1 in 4**

have a family size of four or more. They will need multiple hotel rooms when they travel.



# CONNECT WITH NEARLY 578,000 ADULTS 25-64 EVERY WEEK BY ADVERTISING ON KATU!

## Our viewers are avid local travelers.



**87%**  
plan to take a vacation  
in the next 12 months.

**44%** plan to take a family  
vacation.

**1 in 5** plan to take a mountain  
vacation.

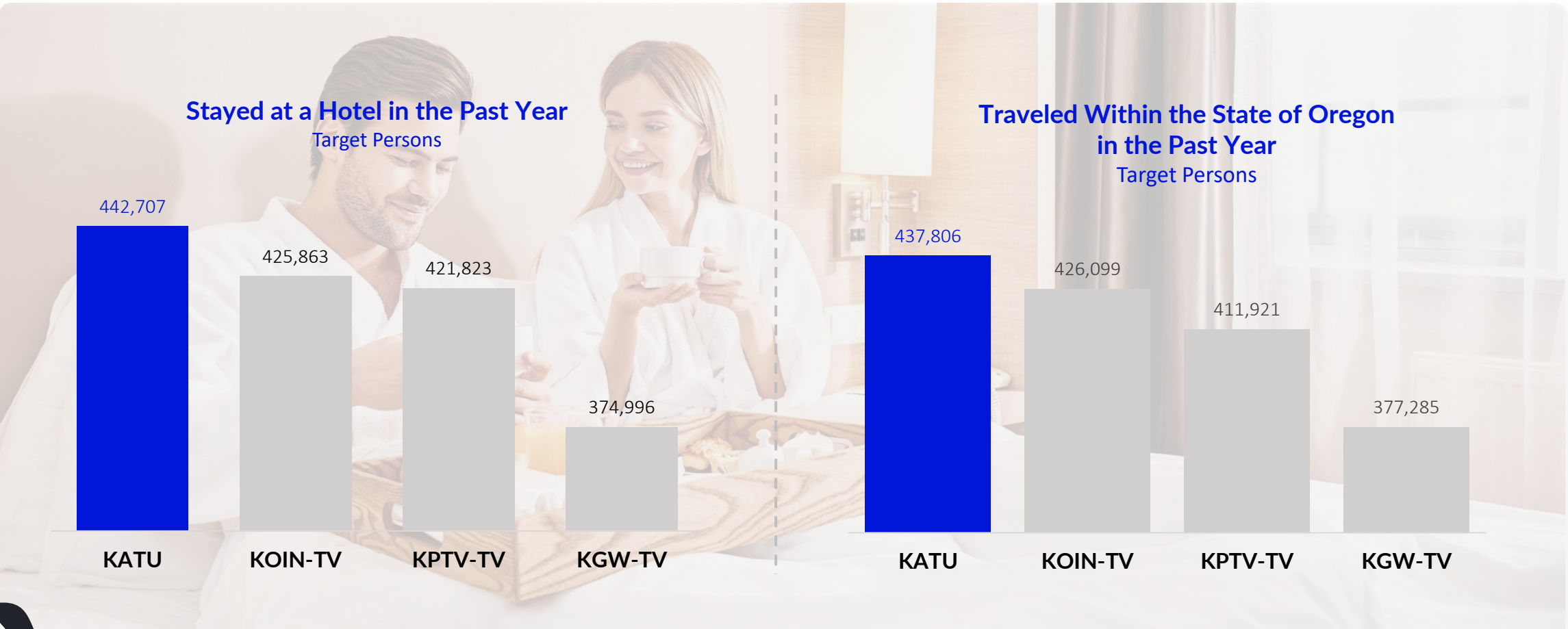
**62,000** plan to take an  
adventure vacation, like  
hiking or camping.

**76%** traveled within the state of  
Oregon in the past year, indicating  
that they enjoy traveling locally.

**1 in 2** researched a personal or leisure  
trip online in the past 30 days.

**52%** state that they would rather take  
two or three short vacations than  
one long vacation.\* They can take  
multiple short trips locally.

# REACH YOUR IDEAL TRAVELER WITH KATU!





► **KATU: Your Multi-Platform Powerhouse for Engaging Travel-Ready Audiences**

**Comprehensive Audience Reach:**

KATU's multi-platform approach ensures maximum exposure across linear TV, CTV, and digital pre-roll, capturing travel-enthusiastic audiences at multiple touchpoints.

**High Ad Responsiveness:**

KATU's diverse ad offerings align perfectly with high-converting platforms, driving action among domestic travelers.

**Targeted Local Expertise:**

As a local broadcaster, KATU understands the Portland market intimately, allowing for more relevant and effective ad placements.

**Flexible Planning Support:**

KATU's multi-platform approach allows for strategic ad placement throughout the traveler's decision-making process.

**Advanced Targeting Capabilities:**

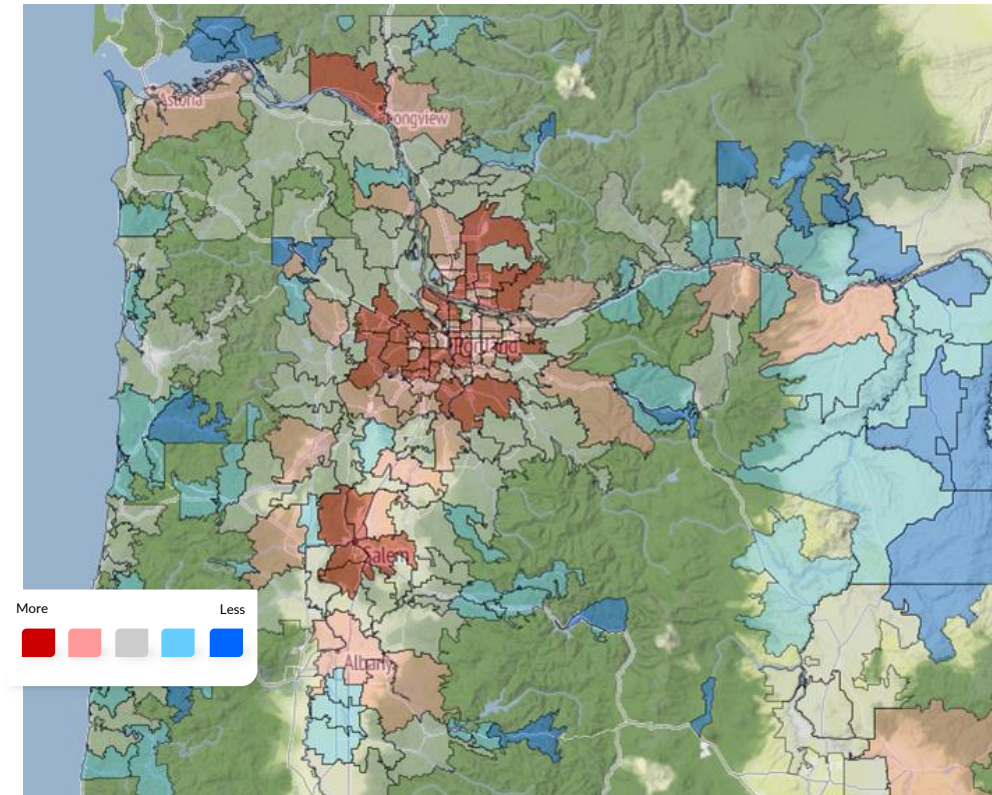
KATU's digital offerings allow for precise audience targeting, crucial for reaching affluent Portland adults who are prime targets for travel advertising.

# ▶ Portland area residents are spending money on travel!

Heat Map of Total Expenditure on Airline Fares by Zip Code

## Top 10 Zip Codes

| Rank | Zip Code | City/PO         | Estimate     |
|------|----------|-----------------|--------------|
| 1    | 97229    | Portland, OR    | \$16,020,100 |
| 2    | 97124    | Hillsboro, OR   | \$9,815,600  |
| 3    | 97045    | Oregon City, OR | \$9,212,200  |
| 4    | 98682    | Vancouver, WA   | \$9,055,300  |
| 5    | 97007    | Beaverton, OR   | \$9,005,300  |
| 6    | 97006    | Beaverton, OR   | \$8,957,100  |
| 7    | 97223    | Portland, OR    | \$8,674,900  |
| 8    | 97206    | Portland, OR    | \$8,032,700  |
| 9    | 97202    | Portland, OR    | \$7,990,800  |
| 10   | 97219    | Portland, OR    | \$7,614,300  |







# CAMPAIGN OVERVIEW



### **Campaign Goals :**

- Encourage travel to the Oregon Coast in the off season
- Reach the largest concentration of Oregon Coast travelers using broadcast television and targeted digital marketing tools
- Use turn-key creative to showcase the beauty of the Oregon Coast in the winter months
- Offer partners opportunities for custom messaging
- Make program turnkey for the OCVA

### **Campaign Strategies:**

- Create options to focus on geographic areas of most interest to partners.
- Make program options flexible for individual participants.
- Offer customized tags to activate and address partner's marketing objectives with offered OCVA videos
- Option to use custom creative for individual partners
- Maximize investment and leverage in-kind support to generate greatest impact.
- Focus broadcast on casting the widest net and digital on targeting those most likely to convert.



# **PORTLAND /SALEM/VANCOUVER MARKETING OPTIONS**

# Option A: Portland - TV/DIGITAL



Production one 15-second message dedicated to featuring your destination to air on KATU

**Campaign Dates: 3 weeks (Q1, 2025)**

**15-second messages**

| Days    | Times    | Program   | Total Spots |
|---------|----------|---|-------------|
| Mon-Fri | 6-7a     | KATU News This Morning 6am  | 6x          |
| Mon-Fri | 7-9a     | Good Morning America  | 6x          |
| Mon-Fri | 9a-5p    | AM Northwest/The View/Kelly!/GMA Day/Afternoon Live/Drew Barrymore/KATU 4p News | 12x         |
| Mon-Fri | 5-7p     | KATU News 5-7pm   | 3x          |
| Mon-Sun | 11-1135p | KATU Late News  | 3x          |
| Sat-Sun | 7-9a     | KATU Weekend News This Morning  | 3x          |
| Sat-Sun | 9a-8p    | KATU Rotation   | 6x          |
| Mon-Sun | 5a-5a    | KATU Rotation BONUS   | 2x          |
|         |          | <b>Total:</b>   | <b>41x</b>  |

*Includes tagging of one 15-second message or option to air custom creative.*

**Digital Campaign Elements:**

**85,000 Video Pre-Roll Impressions on KATU.com and Extended network targeting travelers, in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing**

**Campaign Reach (Adults 18+): 1,107,600**

Value: \$9,500

Net Investment: \$6,000



# Option B: Portland – TV Only



Production one 15-second message dedicated to featuring your destination to air on KATU

Campaign Dates: 3 weeks (Q1, 2025)

15-second messages

| Days    | Times    | Program   | Total Spots |
|---------|----------|---|-------------|
| Mon-Fri | 6-7a     | KATU News This Morning 6am  | 6x          |
| Mon-Fri | 7-9a     | Good Morning America  | 6x          |
| Mon-Fri | 9a-5p    | AM Northwest/The View/Kelly!/GMA Day/Afternoon Live/Drew Barrymore/KATU 4p News | 12x         |
| Mon-Fri | 5-7p     | KATU News 5-7pm   | 3x          |
| Mon-Sun | 11-1135p | KATU Late News  | 3x          |
| Sat-Sun | 7-9a     | KATU Weekend News This Morning  | 3x          |
| Sat-Sun | 9a-8p    | KATU Rotation   | 6x          |
| Mon-Sun | 5a-5a    | KATU Rotation BONUS   | 2x          |
|         |          | <b>Total:</b>   | <b>41x</b>  |

*Includes tagging of one 15-second message or option to air custom creative.*

**Campaign Reach -Adults 18+: 1,022,600**

Value: \$6,500

Net Investment: \$3,000



# Option C: Portland – LIFESTYLE SEGMENT Added or Ala Carte

AM Northwest, airs weekdays from 9-10am, features the best in local and national entertainment, discussions about family and relationships, health and beauty tips, home and garden design, plus delicious recipes and regional travel features.

Segments on AM Northwest are a unique way to connect with viewers. For 3-4 minutes, viewers are focused on the featured product in a dynamic environment, including hands on demonstrations with the show's host – Helen Raptis!

AM Northwest segment includes the following:

- 1 x segment, 3 to 4-minute interview on AM Northwest (in-studio or via Zoom interview)\*
- Segment timing to be mutually determined
- Segment will be posted on KATU.com and on the AMNW Facebook page
- Segment will be made available for additional marketing purposes

Net Investment: \$2,000

## PORTLAND'S

*favorite local talk show for 43 years!*



**Helen Raptis,**  
AM Northwest Host

## MONDAY-FRIDAY

9am-10am

# SEATTLE MARKET



# Seattle - TV/DIGITAL



Production one 15-second message dedicated to featuring your destination to air on KOMO-TV

**Campaign Dates: 3 weeks (TBD, 2023)**

**15-second messages**

| Days    | Times | Program  | Total Spots |
|---------|-------|--|-------------|
| Mon-Fri | 6-7a  | KOMO 4 News 6am  | 3x          |
| Mon-Fri | 7-9a  | Good Morning America   | 3x          |
| Mon-Fri | 9a-4p | Kelly!/The View/KOMO Noon News/GMA Day/General Hospital/Kelly Clarkson | 5x          |
| Mon-Fri | 4-7p  | KOMO News 4-7pm  | 3x          |
| Mon-Sun | 6a-2a | KOMO Best Times Available  | 5x          |
| Sa-Su   | 6-9a  | KOMO Weekend News This Morning   | 2x          |
|         |       | <b>Total:</b>  | <b>22x</b>  |

*Includes tagging of one 15-second message*

**Digital Campaign Elements -**

**85,000 Video Pre-Roll Impressions on KOMOnews.com and Extended network targeting travelers, in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing**

**Campaign Reach (Adults 18+): 1,104,900**

Value: \$13,030

Net Investment: \$6,030







# Seattle - TV

Production one 15-second message dedicated to featuring your destination to air on KOMO-TV

Campaign Dates: 3 weeks (TBD, 2023)

15-second messages

| Days    | Times | Program  | Total Spots |
|---------|-------|--|-------------|
| Mon-Fri | 6-7a  | KOMO 4 News 6am  | 3x          |
| Mon-Fri | 7-9a  | Good Morning America   | 3x          |
| Mon-Fri | 9a-4p | Kelly!/The View/KOMO Noon News/GMA Day/General Hospital/Kelly Clarkson | 5x          |
| Mon-Fri | 4-7p  | KOMO News 4-7pm  | 3x          |
| Mon-Sun | 6a-2a | KOMO Best Times Available  | 5x          |
| Sa-Su   | 6-9a  | KOMO Weekend News This Morning   | 2x          |
|         |       | <b>Total:</b>  | <b>22x</b>  |

*Includes tagging of one 15-second message*

Campaign Reach (Adults 18+): 1,001,900

Value: \$9,030

Net Investment: \$3,030



# DIGITAL OPPORTUNITIES

(BEHAVIORAL AND GEOGRAPHICAL TARGETING)





# VIDEO PRE-ROLL

Your 15-second commercial will be seen prior to News and Entertainment stories on our station websites and our extended network of sites reaching your target audience. This is a “must watch” commercial without a user opt-out.

## **Behavioral Targets:**

Individuals likely to travel, in-market getaways, adventure seekers, outdoor recreation, hiking, food, sports, sightseeing

## **Geographic Target Options:**

Portland DMA

Seattle DMA

Eugene DMA

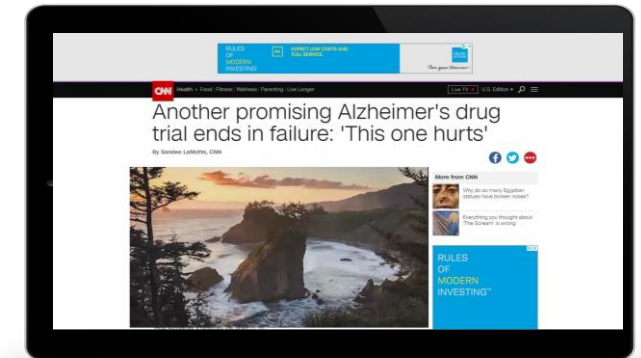
Medford DMA

Northern California (opportunity to pick specific regions)

## **Campaign Deliverables:**

85,000 Video Pre-Roll Impressions served to desired audience

Net Investment: \$3,000





# CONNECTED TV/ OVER THE TOP VIDEO STREAMING

Campaign Timing: 3 Weeks

| Days       | Strategy  | Spot Length  | Total Impressions |
|------------|---|--------------|-------------------|
| Mon-Sunday | Targeted Over-The-Top Streaming/Pre-Roll Video Campaign | :15 (or :30) | 85,000            |

## What is Over the Top Streaming/Pre-Roll Video

An advanced television delivery platform that enables advertisers to deliver their commercial message inside of content streamed directly over the Internet to a connected device like a Smart TV or through desktop and mobile video publishers. Pre-roll video delivers you message to targeted users before their desired content.

## Benefits of Using OTT:

- Your message is served to cord-cutters (people that no longer have a cable subscription) which is a mutually exclusive and different audience than cable
- Daily video consumption has exploded –the US is now at 28 Trillion video views per day
- 83% of all U.S. Households use Over the Top Streaming every month
- The average home views 100 hours of Connected TV content each month
- Opportunity to target geographic areas to expand your visibility
- Commercials are Non-Skippable
- Quality programming – all brand safe content – 3rd party verified
- Validated and detailed reporting

Net Investment: \$3,000 (Includes Zips and 1 Bit Behavioral Targeting)





# PICK YOUR PACKAGE

Select the package you'd like to purchase – multiple packages can be purchased to maximize your exposure. Tina and Kristin at KATU will reach out to confirm package availability and campaign timing.

## Portland

- \_\_\_\_\_ Portland TV/Pre-Roll Combo Package (\$6,000)
- \_\_\_\_\_ Portland TV Package (\$3,000)
- \_\_\_\_\_ AM Northwest Lifestyle Segment (\$2,000)

## Seattle

- \_\_\_\_\_ Seattle TV/Pre-Roll Combo Package (\$6,030)
- \_\_\_\_\_ Seattle TV Package (\$3,030)

## Digital Only Options

- \_\_\_\_\_ Video Pre-roll (\$3,000)
- \_\_\_\_\_ Over the Top Streaming/ Video Pre-Roll Blended (\$3,000)



# APPENDIX

# SINCLAIR BROADCASTING GROUP AND KATU / KUNP

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## Station Summary

KATU offers clients the best methods and tools in planning and implementing a successful marketing campaign. Our campaigns engage consumers, increase sales, and enhance customer satisfaction with our client's consumers. KATU is Portland's most watched broadcast station and is the market leader for News. Our lifestyle programming is touted as most successful across the country and allows advertisers to tell their story in an informative and credible news-like format. Additionally, we create state-wide and regional campaigns more effectively than competitors because we have stations across the country!

## Company Ownership

KATU, the local ABC affiliate and KUNP, the local Univision affiliate are owned by Sinclair Broadcast Group. Sinclair Broadcast Group, Inc. is a diversified media company and leading provider of local sports and news. The Company owns and/or operates **23** RSN brands; owns, operates and/or provides services to **190** television stations in **88** markets; is a leading local news provider in the country; owns multiple national networks; and has TV stations affiliated with all the major broadcast networks. Sinclair's content is delivered via multiple-platforms, including over-the-air, multi-channel video program distributors, and digital platforms. Sinclair, either directly or through its venture subsidiaries, makes equity investments in strategic companies

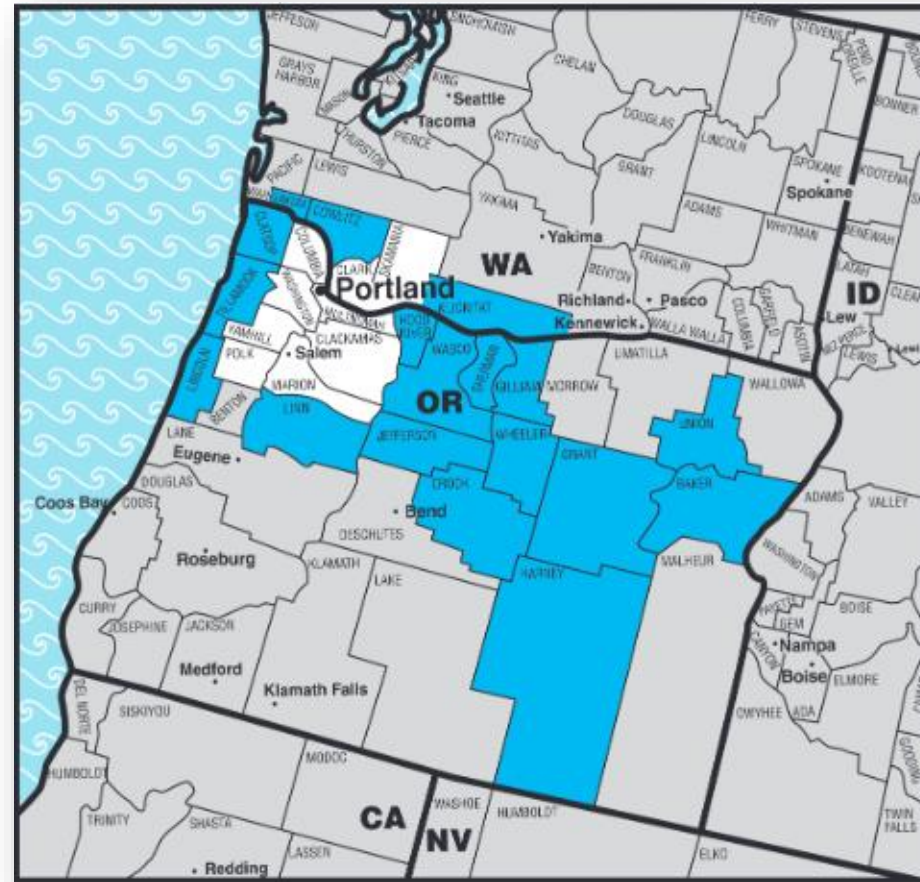


# MARKET RANK

## Portland-OR DMA # 23

### Hispanic HH Rank #30 (134,100 Hispanic Households)

- 1,315,030 TV Households (including BBO)
  - TV households increased
- 407,470 Cable Households
  - 31% penetrated
- 170,410 ADS Households
  - 13% penetrated
- 156,520 Broadcast Only Households
  - 12% penetrated
- 580,630 Broadband Only Households
  - 44% penetrated
  - BBO households added to UE's in 2021-2022



Nielsen TV DMA® Region

• City

— State Line

□ Metro/Central DMA Area

■ Remainder DMA

**KATU and KUNP can be viewed in Cable/ADS, Broadcast Only Homes and Broadband Only Households**



# WHY TV?

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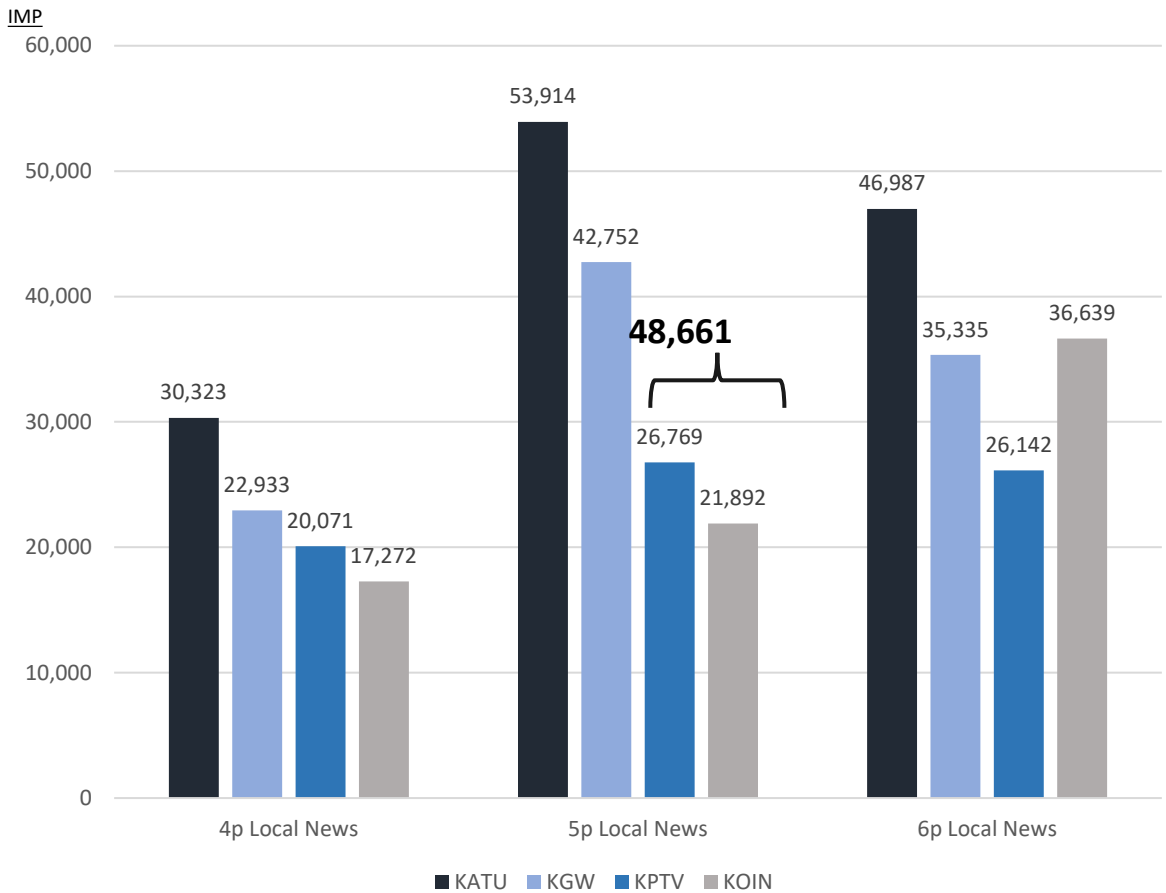
It's a platform that has grown up and got smarter with us and is still as relevant today as it always has been!

## TV is considered to be the most trustworthy advertising channel

- Broadcast TV makes up **68%** of the average person's day in video – beating all online content, YouTube and Facebook
- Broadcast channels can be in every person's house for free and are typically the **top choice** for many for their morning and evening viewing
- TV succeeds at reaching almost everyone. Advertising Age says it reaches an astounding **95 percent** of U.S. consumers
- More than a third of consumers say their **trust in brands** grows when companies advertise alongside local news content.
- The 18-34 demo is tuning in to local news now more than ever, evidenced by this demo increasing their total news consumption by **134%** between 2019 and 2020

# KATU DOMINATES LOCAL NEWS FROM 4P-7P

KATU News reaches more **ADULTS 18+** than any other newscast in the market



| Adults 18+ Rating | 4p News    | 5p News    | 6p News    |
|-------------------|------------|------------|------------|
| <b>KATU</b>       | <b>3.3</b> | <b>5.8</b> | <b>5.1</b> |
| <b>KGW</b>        | <b>2.5</b> | <b>4.6</b> | <b>3.2</b> |
| <b>KOIN</b>       | <b>1.9</b> | <b>2.3</b> | <b>3.9</b> |
| <b>KPTV</b>       | <b>2.2</b> | <b>2.9</b> | <b>2.8</b> |



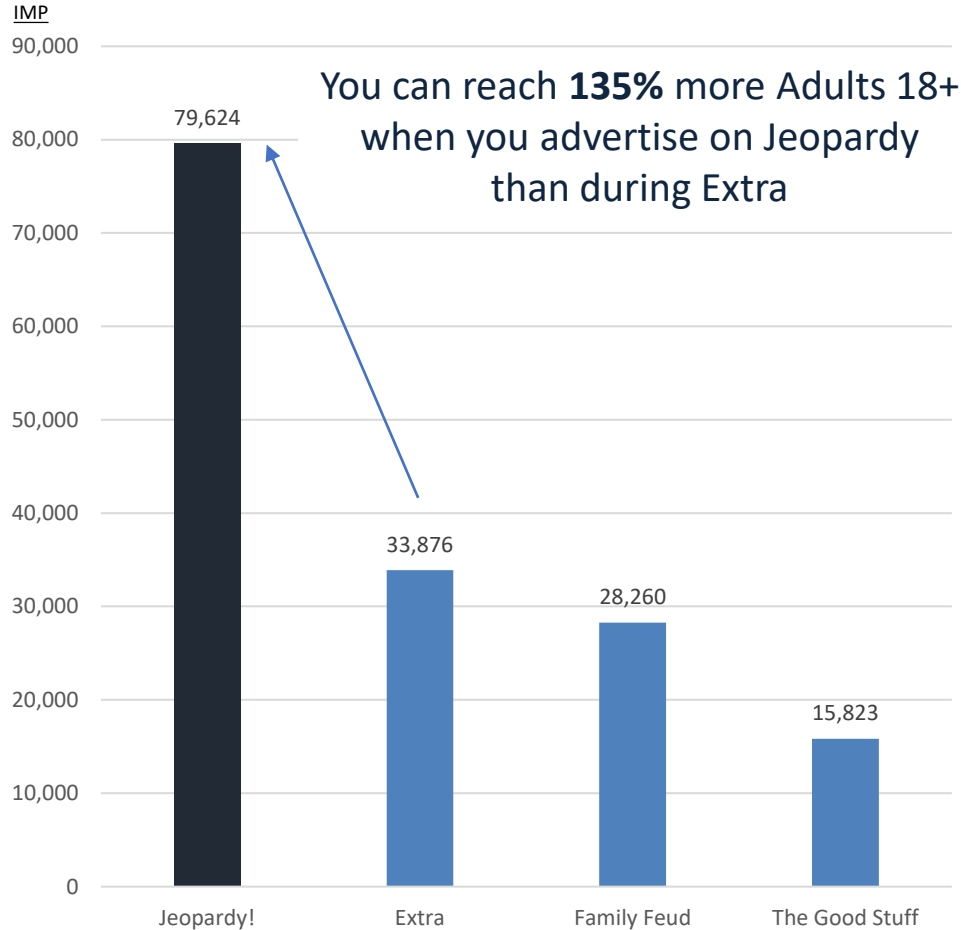
If you advertised on both KPTV News at 5p and KOIN News at 5p you would still not reach the amount of people you would if you only advertised on KATU News at 5p

Source: ComScore, February 2024, Portland, Oregon  
Please Note report includes local news only

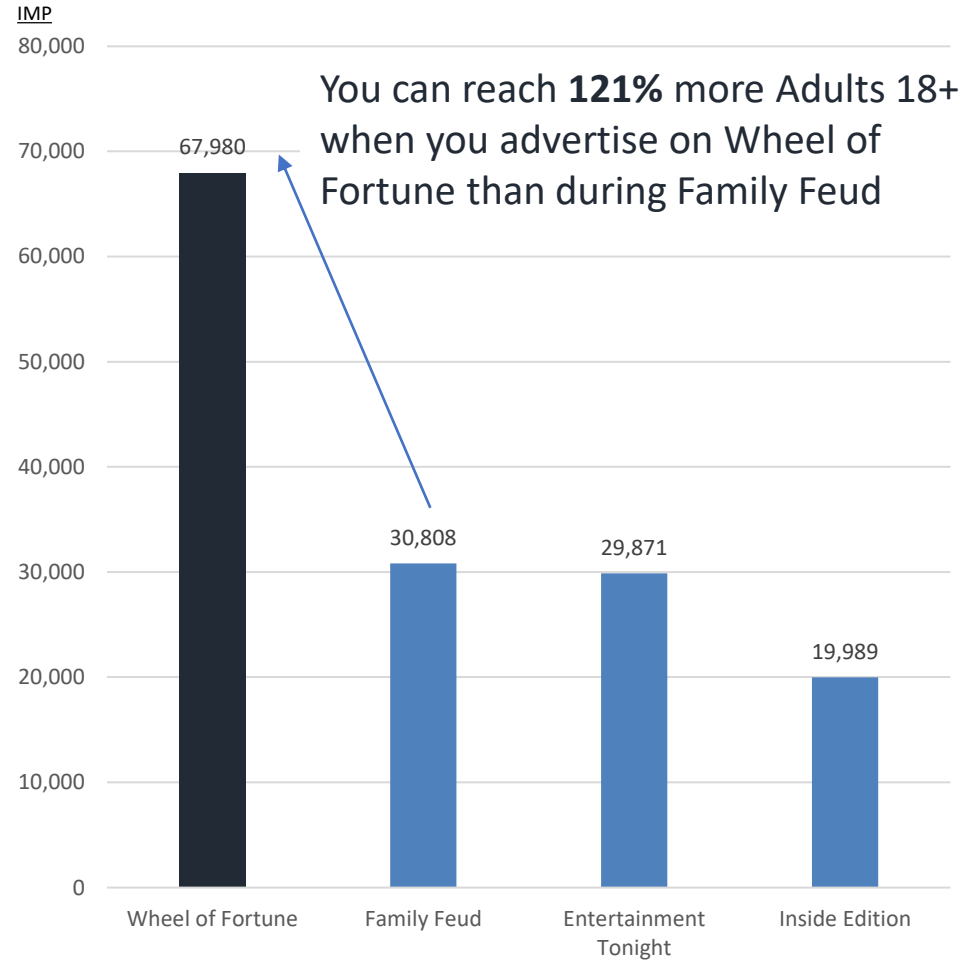
# KATU IS #1 IN PRIME ACCESS



JEOPARDY and WHEEL OF FORTUNE are still #1 with Adults 18+



| Jeopardy | Extra | Family Feud | The Good Stuff |
|----------|-------|-------------|----------------|
| 8.6      | 3.6   | 3.0         | 1.7            |



| Wheel of Fortune | Family Feud | Entertainment Tonight | Inside Edition |
|------------------|-------------|-----------------------|----------------|
| 7.3              | 3.3         | 3.2                   | 2.2            |



## JUNE 2024 – HIGHLIGHTS

**KOMO delivered a dominant local news performance, finishing #1 or tied for #1 in seven of nine weekday news time periods with total viewers!**

- **KOMO was #1 or tied for #1 among local newscasts in total viewers for the June'24 sweeps period at 5a, 6a, 11a, 3:30p, 4p, 5p, and 11p.**
- **In fact, KOMO had six of the top ten local news programs in the entire market regardless of time period with total viewers (KOMO M-F 5p #1, KOMO M-F 6p #3, KOMO M-F 4p #4, KOMO M-F 11a #8, KOMO M-F 3:30p #9, KOMO M-F 11p #10).**
- **KOMO was #1 or tied for #1 among local newscasts in four of nine weekday news time periods with A18-49 (11a, 4p, 5p, and 6p).**
- **KOMO was #1 or tied for #1 among local newscasts in five of nine weekday news time periods with A25-54 (5a, 11a, 4p, 5p, and 6p).**
- **KOMO was #2 or tied for #2 among local weekday newscasts with A25-54 at 11p.**
- **KOMO finished #1 or tied for #1 in total viewers in local weekend news time periods at 6a, 9a, 8p, and 10p.**
- **KOMO was dominant in prime access finishing #1 at 7p and 7:30p in total viewers, A18-49, A25-54, and A35-64.**

## EXPERIENCE & EXCELLENCE



The strength of the KOMO brand lies in the experience and excellence of the people who deliver the news to our community.



KOMO has the most trusted and recognizable anchor talent in the market. It's what separates our news product from the competition.

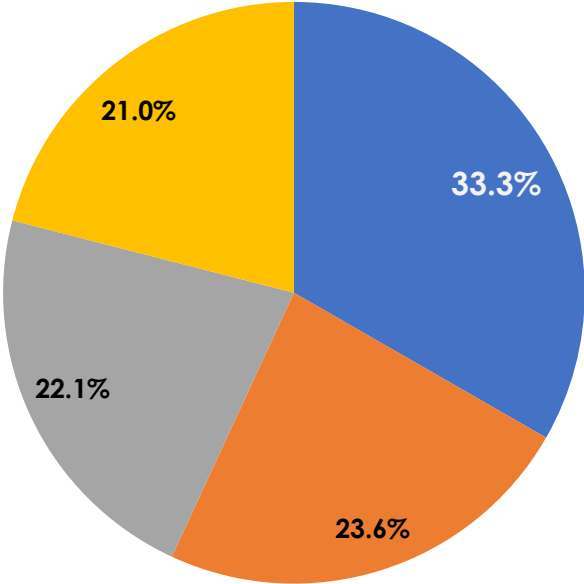


It also provides an excellent environment for advertising that can't be found on any other station in the market!

# KOMO IS THE MARKET LEADER IN NEWS

KOMO delivered the highest share of average weekday local news impressions in the market in June 2024.

Share of Average Local News Viewership (P2+)



■ KOMO ■ KING ■ KIRO ■ KCPQ



Share of local news is based on average impressions of major M-F newscasts for each station:  
KOMO-430a, 5a, 6a, 11a, 3:30p, 4p, 5p, 6p, and 11p  
KING-430a, 5a, 6a, 12p, 4p, 5p, 630p, 7p and 11p  
KIRO-430a, 5a, 6a, 12p, 5p, 530p, 6p, 7p and 11p  
KCPQ-430a, 5a, 6a, 7a, 9a, 4p, 5p, 10p, and 11p

Source: Nielsen NLTV June'24



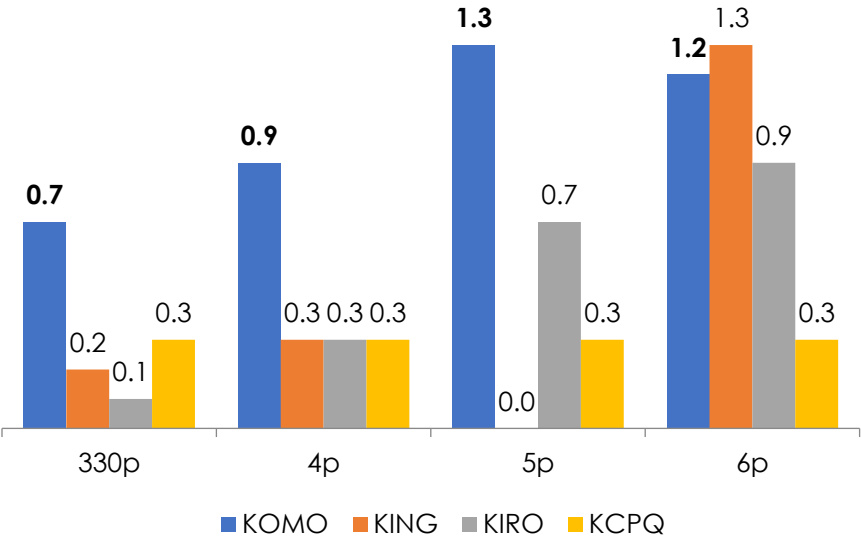
# KOMO IS #1 IN EVENING NEWS

KOMO finished #1 in total viewers at 330p, 4p, and 5p.

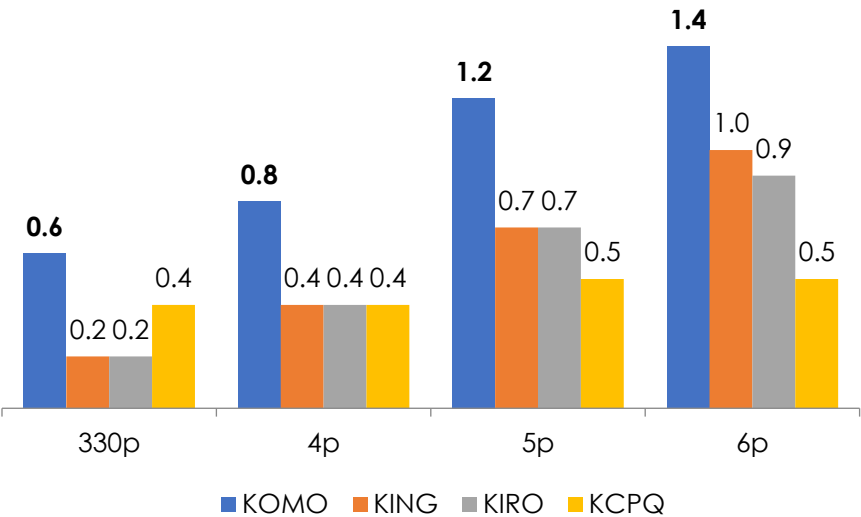
KOMO was also #1 or tied for #1 among local newscasts with A18-49, A25-54, and A35-64 at 4p, 5p, and 6p.

KOMO's M-F 5p news was the highest rated weekday local news program in the market, regardless of time period with total viewers.

June'24 M-F Evening News Ratings (P2+)



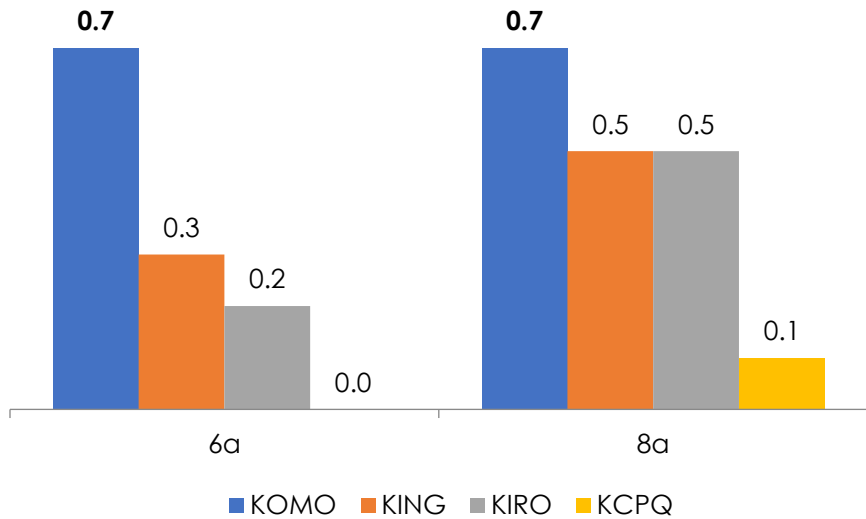
June'24 M-F Evening News Ratings (P35-64)



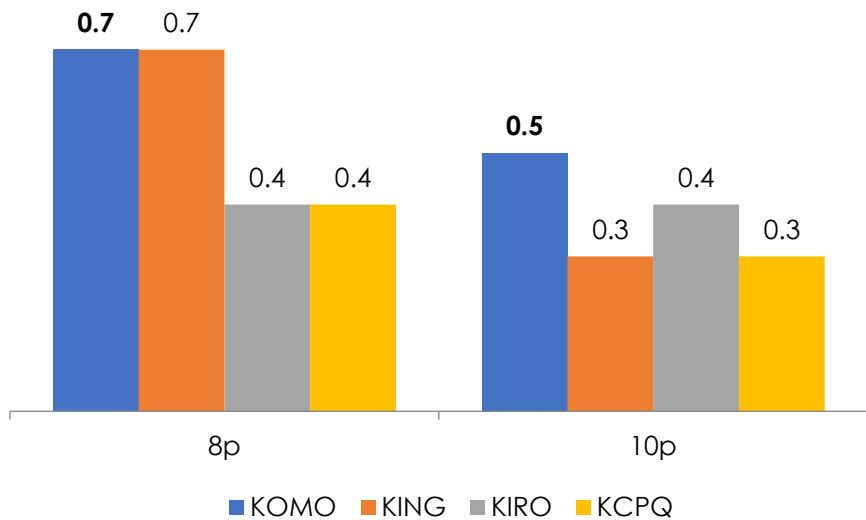
Source: Nielsen NLTV June'24



### June'24 Sa-Su Morning News Ratings (P2+)



### June'24 Sa-Su Evening News Ratings (P2+)



Source: Nielsen NLTV June'24

## KOMO IS #1 IN WEEKEND NEWS

KOMO finished #1 or tied for #1 in total viewers in local weekend news time periods at 6a, 9a, 8p, and 10p.

KOMO was also #1 or tied for #1 in three weekend news time periods with A18-49 (6a, 8a, and 8p).

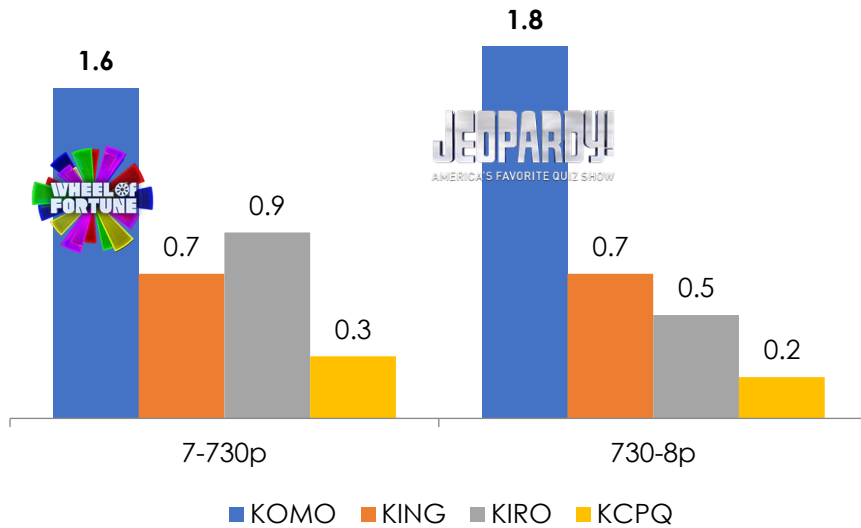
KOMO was #1 or tied for #1 in two weekend news time periods with A25-54 (6a and 7a).

KOMO was #1 or tied for #1 in four weekend news time periods with A35-64 (6a, 7a, 8p, 10p).

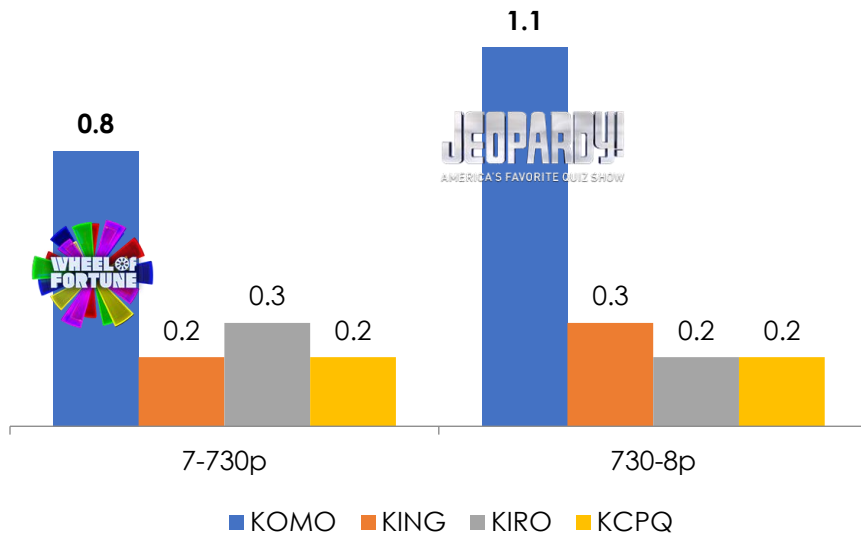




### June'24 M-F Access Ratings (P2+)



### June'24 M-F Access Ratings (P25-54)



## KOMO IS #1 IN PRIME ACCESS

KOMO was dominant in prime access, finishing #1 among broadcast competition by wide margins at 7p and 730p with total viewers.

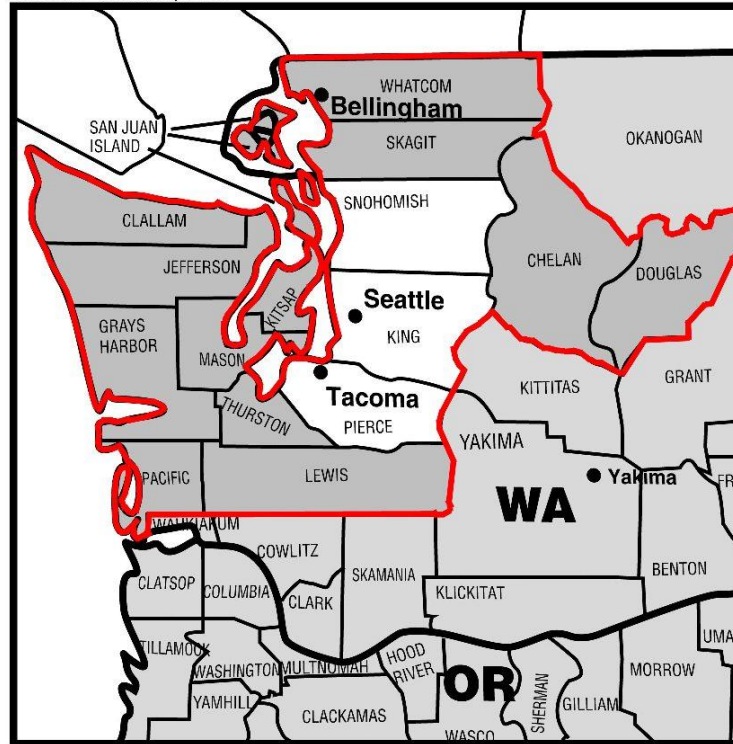
America's favorite gameshows deliver viewers of all ages, as evidenced by their performance with A18-49, A25-54, and A35-64 finishing #1 in both time periods.

Wheel of Fortune nearly doubled the total viewership of its closest time period competitor.

Jeopardy more than doubled the total viewership of its closest time period competitor.

## COVERAGE MAP

Seattle-Tacoma, WA



□ Metro Area (Snohomish, King, Pierce Counties)

▭ Designated Marketing Area

|                |           |
|----------------|-----------|
| Market Rank:   | 13        |
| TV Households: | 1,854,810 |
| Adults 18+:    | 3,623,344 |

# THANK YOU!

Tina Klassy-Coleman, Senior Marketing Consultant

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