**KUER 90.1 Digital Assets 2020**

**Mobile App:** $300/week

* 8,000 weekly users
* Includes 3 positions - :15 pre-roll audio and visual takeover message plus tile ad and banner ad
* Banner: 640w x 100h, 320w x 50h, 1536w x 100h, 768w x 50h, 2048w x 100h, 1024w x 50h
* Mobile App full screen takeover with :15 streaming: 640w x 960h, 320w x 480h, 640w x 1136h, 1536w x 2048h, 768w x 1024h, 2048w x 1536h, 1024w x 768h
* Mobile App tile: 300w x 300h, 150w x 150h
* 33% SOV

**Web banner:** $125/week

* 300,000+ pageviews per month
* 300w x 250h
* Banners rotate through all 3 positions
* 11% SOV

**Newsletter banner (Station Insider):** $250 per email

* 25,000 subscribers
* 1200w x 150h
* The sponsor message is positioned at the top of the KUER newsletter.
* Sent Fridays

**Promo Email (Donor Discount):** $550 per email

* 14,000 subscribers
* The sponsor “owns” the email. Sponsor content is the exclusive content in the email.
* 1200w x 628h
* Sent Tuesdays

\*All files must be RGB, 72 DPI, gif, jpg, or png. Sizes notes are in pixels.

