

KATU Travel Oregon Partner Package 2026-2027 WCAG

Industry Advertising Opportunity | KATU + KUNP

Promote Oregon destinations, attractions, and events through trusted local content, broadcast, digital, and social outreach.



TRAVEL
OREGON

TIMING 2026-2027 Up to 4 partners per quarter	BEST FIT Destinations + Event Promotion	NET INVESTMENT \$8,500
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KATU News Things 2 Do - Featured KATU Things 2 Do placement spotlighting a weekend event or destination experience. - Weekend timing is mutually agreed upon and first-come, first-served; one partner per weekend. - Airs in KATU Friday Evening News and Saturday/Sunday Morning News from 7-9 a.m. - Feature is posted on KATU.com and the KATU Facebook page.	Custom Promotional Messages - Production and airing of one custom :30 promotional message highlighting the destination, attraction, or event. - Runs across KATU and KUNP with 70 total airings, 35x on each station. - Flight weeks are mutually determined; recommended structure is one 3-week flight.
Lifestyle Segment - One AM Northwest interview segment on KATU, Monday-Friday from 9-10 a.m., showcasing reasons to visit. - Same-day re-air on KUNP from 12-1 p.m. and 9-10 p.m. - Interview is 3-4 minutes in length. Partner provides guest(s), copy points and b-roll/images. - Segment is posted on KATU.com and AM Northwest Facebook; partner receives a shareable segment link.	Digital + Creative Support 100,000 KATU.com dynamic display impressions focused during the campaign period. - KATU will partner with each sponsor to develop required creative assets. - Specific elements may be adjusted to align with each partner's marketing goals and priority outcomes.

Accessibility Requirement for Partner Materials

To support federal accessibility guidelines, all public-facing content and linked PDFs should meet WCAG 2.1 AA standards by November 2026. Partner-supplied materials should use readable text, meaningful reading order, descriptive link text, captions or transcripts for video when applicable, and alt text for images that convey information.

Questions or customization: Tina Klassy or Stephanie Kramer
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KATU 2 ABC | KUNP Portland
Local broadcast, streaming, digital, and social reach