NORTHERN LIGHTS MEDIA
THE BRAND

Over 60 years, Channel 2 has built a reputation of excellence as Alaska’s most-watched news source, producing more than 22 hours of news and sports content each week. The brand inspires confidence, loyalty, and trust with both our audience and clients. The business community views us as reliable and effective.

OUR PEOPLE

The longevity and recognition of our core anchor team is unmatched. Our experienced sales and production teams, many with more than 20 years tenure at KTUU, are dedicated to delivering results for our advertisers.

INCREASED DISTRIBUTION

Channel 2 News is committed to providing news to the consumer, wherever and whenever they consume news: on-air, on the web, via news and weather apps, and full newscasts on mobile. That distribution is extended by simulcast of news on KFQD in Anchorage, on the NBC stations in Juneau and Sitka, and to the rural areas of Alaska via the Alaska Rural Communications Systems (ARCS), rural cable systems, and satellite system delivery.
May 2018 Nielsen Ratings

**Morning Edition**
M-F 5:00 - 7:00 AM

- People 25-54:
  - KTUU: 3
  - KTVA: 1

- People 35+:
  - KTUU: 5
  - KTVA: 2

**5 O’Clock Report**
M-Sun 5:00 - 5:30 PM

- People 25-54:
  - KTUU: 4
  - KTVA: 1

- People 35+:
  - KTUU: 10
  - KTVA: 2

**NewsHour**
M-F 6:00 - 7:00 PM

- People 25-54:
  - KTUU: 4
  - KTVA: 1

- People 35+:
  - KTUU: 10
  - KTVA: 2

**Late Edition**
M-Sun 10:00 - 10:30 PM

- People 25-54:
  - KTUU: 5
  - KTVA: 1

- People 35+:
  - KTUU: 11
  - KTVA: 4
Channel 2 News is distributed over the air from Talkeetna all the way down to Kachemak Bay. Channel 2 News is also distributed on the Alaska Rural Communication System to over 200 Alaskan rural communities across the state.
NBC NEWS & ENTERTAINMENT

TODAY

CHICAGO P.D.

CHICAGO FIRE

THIS IS US

Superstore

THE TONIGHT SHOW STARRING JIMMY FALLON

SATURDAY NIGHT LIVE
THE GREATEST HITS OF ALL TIME.
EVERYTHING DIGITAL
View KTUU.com From Multiple Places

Desktop

Over 5,000,000 Monthly Pageviews & More Than 600,000 Unique Visitors Every Month!

On the Go: Mobile

Website  KTUU Weather App  KTUU App
Full Service Commercial Production
We pull out all the stops. Bring us your biggest, boldest vision and watch us tackle it with strategic precision and flawless execution. You get all the time, attention and quality we can possibly muster. We are your most dedicated resource.

Commercial Production (Gold, Silver & Bronze)
Maybe you don't need us to dangle from a helicopter to capture your brand message? Maybe your needs are a bit more down to earth? Work with one of our experienced producers to identify your message, meet your budget needs and craft an action plan.

Brand Films
You've worked hard on your brand. You know it's every nuance. You wake up in the middle of the night spontaneously reciting your core values. Here's the cold truth: Your customers don't know your story and what you stand for unless you tell them. A passionate, well-crafted 2-4 minute brand video for your website or social media channels can help you express your brand and build a loyal tribe. Let's put our heads together and tell your story.

Web-Specific Video Production
Bold prediction: We think this internet fad is going to stick around. Let's face it, we consume media differently on desktops, smart phones, tablets and whatever the next big thing is. That means we should produce media that is tailored specifically for these platforms. Let's create something together that will resonate with our intended audience with laser-like precision.

Graphics/Animation
Sometimes our imaginations are bigger than the real world. For those times, we need a top-notch graphic artist who can help you realize your dream. We've got it, so dream on and let's make it happen.

Video Editing
Commercials, brand videos and stories win and lose in the edit suite. A talented editor plays a non-linear system like Yo Yo Ma strums a cello. We happen to have four Yo Yo Ma's in disguise. Bring us your material and let's make beautiful music together.

Corporate Videos
Training videos, annual reports, presentations and more... If you can imagine it, and it involves video, audio and graphics thematically and elegantly weaved together - well, then we can help produce it. Just ask. It will be fun, we promise.
EVERYTHING DIGITAL

TARGET ADVERTISING
Target advertising powered by LocalX gives local businesses the targeting capability of big businesses. Completely custom campaigns for your specific audience!

EMAIL MARKETING
Engage New In-Market Audiences
- 170+ million consumer records & 35 million business records

Optimize Delivery
- In-depth delivery systems designed to maximize delivery/inbox rates

Compelling Creative
- Impactful professional content/design with strong subject lines/CTAs

Track Results
- Transparent tracking & analysis reporting with Google Analytics Integration

SEARCH ENGINE SERVICES
LocalX's SEO is designed to stay ahead of the changes in the Google algorithm so we can adapt to change & drive results!

SEO is focused on 6 distinct areas (largest impact)
1. Local
2. On-Site
3. Link-Building
4. Blogging
5. User Experience
6. Social

SOCIAL MEDIA SERVICES
Social media is the most powerful tool you have to connect to your customers!

Platforms we can post your ads to:
- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn

Also providing: targeted banners ads for desktop, mobile & tablet; video pre-roll; and in-banner video ads
TESTIMONIAL FEEDBACK

"Channel 2 offers a huge media audience that spreads more than just Anchorage and I think that benefits a lot of businesses."
- Sheryl Lentfer

"KTUU does our social media, internet marketing, and they also developed our website. But they've taken a difficult concept to communicate and figured out how to do that effectively. The level of service is remarkably high."
- Kirk Wickersham

"I've said it before, and I can't say it enough: they're experts. They're experts at what they do! Everything that they've done is just spot-on, and I couldn't ask for anything more."
- Scott Stansbury

"Everything at KTUU is top-shelf, excellent, and when compared to others: they all fall."
- John Jemar

"I don't know if I can have a second location if it wasn't for my advertising - it's so consistent. Not a day goes by that I don't have patients coming into my office or calling that didn't hear from me through KTUU."
- Dr. Emily McMahan

"It's almost literally like having another salesperson on my team that is looking out for my best interest. He's been extremely responsive, he's been very open with me regarding what he can do, what he can't do, and what he'd like to see."
- Skeet Black

"We went all in. We're doing everything from YouTube, to all of our social media, to our website, to commercials, and it's worked out very well. She's basically taking everything under one roof, we pay one check, we have one person to deal with, and we can focus on what we do best."
- Lee McKenzie