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.
February 2020 ComScore News Ratings

Early Morning News
M-F 5-7a

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<th>A25-64</th>
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Early News
M-Su 5-5:30p

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<td>KTVA</td>
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NewsHour
M-F 6-7p

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Late News
M-Su 10p-3:30a

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HHI $100K+

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<tr>
<td>Late News</td>
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Filtered by Household income of $100,000+, Households with A25-64.
Include only local news stations in Anchorage, KTUU Anchorage, AK (NBC), KTVA Anchorage, Alaska (CBS),
Our broadcasts are distributed over the air from Talkeetna south to Kachemak bay.

Channel 2 News is also distributed on the Alaska Rural Communication System to over 200 Alaskan rural communities across the state.
KTUU CHANNEL 2 NEWS

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

5:00 Report
M-Sun 5:00 - 5:30 PM

NewsHour & Late Edition
NewsHour
M-F 6:00 - 7:00 PM

Late Edition
M-Sun 10:00 - 10:30 PM
THE GREATEST HITS OF ALL TIME
THE HEROS YOU REMEMBER
EVERYTHING DIGITAL

View KTUU.com From Multiple Places

Desktop

On the Go: Mobile

Website

KTUU Weather App

KTUU App

Over 7,000,000 Monthly Pageviews &
More Than 700,000 Unique Visitors Every Month!
EVERYTHING DIGITAL

AUDIENCE TARGETING
Audience Targeting 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
Let’s face it, cameras are everywhere today. You probably have one in your pocket right now. From viral videos to high end commercials, the art of video production is at an apex. Expression is baked into the DNA of our culture. Self-expression, brand-expression, product-expression, story-expression.

For decades, Syntax Productions has specialized in working with clients to produce award-winning videos and commercials. In other words, our mission is to make sure your vision is expressed as effectively and creatively as possible.

Full Service Production

We offer full service commercial, corporate, and documentary production.

Any and every aspect of what it takes to present your message, on all available platforms, is familiar territory to our experienced team. Compromise is not in our working vocabulary. We find the best production approach for every budget and work to exceed your expectations.

Our teams’ skill sets include advanced shooting (HD, 4K, and drone aerials), editing, graphic arts, and animation.

Syntax Productions has all the elements to tell your story.
“KTUU helps us reach a larger market across the state. We are now getting inquiries from Fairbanks and the valley. And people from the villages are also calling us, due to having this access.”

-Damien Jones

“The effort and the input from Chanel 2 has definitely helped us grow. Everything that we’ve been a part of and everything that they’ve offered seems to work for us.”

-Chris Coplin, DMD

“You have to have multimedia platforms. You have to have Google, you have to have Facebook, and you have to have video coverage to propagate those. And so with Channel 2 you get all that.”

-Jon Marc Petersen

“Working with Channel 2 has helped me not have to worry as much about when the phone’s going to ring. It’s been able to provide me with high quality individuals that are primed and ready and interested in the product and service that we offer. It’s been better than any of the other placements I’d had in getting folks in the door.”

-John Ragozzino

“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

“‘It’s the only marketing I’ve seen return on, we’ve tried many different methods. But we did a 30 second commercial with Channel 2 for The Diary of Ann Frank and in that 30 seconds we were able to convey the drama and the danger that people would experience in the play.”

-Matt Fernandez

“I really glad that KTUU has been that media partner for us and helping us get people excited about the shows.”

-Laura Carpenter