

KRIS Communications Media Kit

Thank you for your interest in KRIS Communications. We believe every business has a story and through our platforms, we'll help tell yours.

The last decade has introduced new choices for marketers, agency executives and media professionals seeking information. In a world of many media options competing for your attention and time, KRIS Communications offers big advertising solutions to bring your message to the right audience.

Whether you need to build your brand, establish yourself as an industry leader or make meaningful connections, align yourself with the most powerful brand in the market.



KRIS COMMUNICATIONS

KRIS Communications

ONE SOURCE – 4 MARKETING PLATFORMS

More viewers watch **KRIS Communications** each week than our Competitor's stations **combined**.

- **KRIS Communications** is committed to Local News, Weather, Sports & Community Involvement.
- **KRIS Communications** offers **Three** powerful and unique television stations to a diverse audience representing all income levels, demos, and viewing habits and **Four** highly visited online platforms.



KRIS 6 News reaches more affluent homes.

- *Sunday Night NFL Football*
- *Today Show*
- *Ellen*
- *The Voice*
- *Blacklist*
- *This is Us*
- *2018 Superbowl*
- *2018 Winter Olympics*



NRIS CW – Nation's #1 network for People aged 35-49. 6 News at 9P – Only true 9:00 local newscast
The Hottest network with shows like:

- *DC's Legends of Tomorrow*
- *Jane The Virgin*
- *The Flash*
- *Arrow*
- *Riverdale*
- *Supernatural*



KDF – Your OFFICIAL Spurs Station!

- *Court Shows*
- *Comedies, Drama and Entertainment including Mike & Molly, 2 Broke Girls, Dr. Phil, Rizzoli & Isles, Person of Interest, ET, Extra, TMZ & American Ninja*
- *6News at 9P – Simulcast*

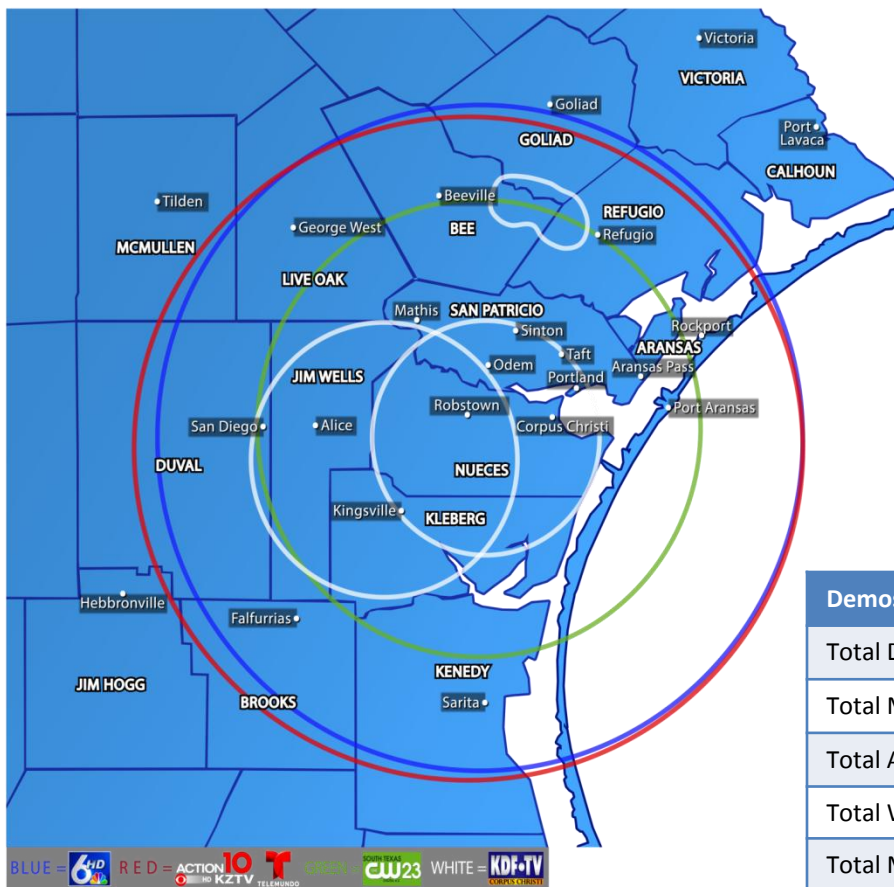


KRISTV Digital – KRISTV.com reaches over 1 million users per month with continuous news 24/7. The KRIS news app has over 900k sessions per month. Platforms include:

- *KRISTV.com*
- *KRIS 6 News App*
- *KRIS Weather App*
- *KRIS App on Apple TV, Roku & more!*

Coverage Map & Market Facts

COVERAGE MAP



Cultural demographics

White	39.6%
Hispanic	56.8%
Black	3.6%

The Community

Median Age	34.5
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Educational Information

Some College	34.2%
Associates Degree	9.6%
Bachelor's Degree	17.3%
Graduate Degree	10.4%

Demos for HH & A18+

Total DMA TV HH	209,760	100%
Total Metro HH	161,740	77%
Total Adults (P18+)	418,783	76.9%
Total Women (W18+)	214,796	39.4%
Total Men (18+)	203,986	37.4%

CABLE & SATELLITE POPULATION

TOTAL TV HOUSEHOLDS 100% of Total DMA	209,760
TOTAL CABLE HOUSEHOLDS 46.8% of Total DMA	98,250
Time Warner Cable	73,970
Other Cable Companies Combined	24,280
TOTAL SATELLITE HOUSEHOLDS 42% of Total DMA	88,099
TOTAL ANTENNA HOUSEHOLDS 11.2% of Total DMA	23,411

SOURCE: NSI CORPUS CHRISTI – Nov 2016



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ONE SOURCE –MORE RESEARCH

Information is vital to the success of any marketing campaign. KRIS Communications has the resources to help ensure your marketing campaign gets built on a solid foundation of research specific for your industry. We can help you identify and reach specific audiences based on demographic, psychographic and geographic information. Our partners provide precise analysis of media use, qualitative research, access to national marketing consultants & industry spending.

Some of our partners:



KANTAR



JIM DOYLE & ASSOCIATES
We make you money, we make you better!

SENIOR MARKETING CONSULTANTS

KRIS 6 News

Audience Overview



News

In 2017, 41% of Corpus Christi area adults say they turn to KRIS most often for local news.



Community Involvement

32% of Corpus Christi area adults feel KRIS is the most involved in the community.



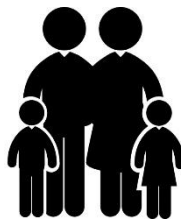
Gender

45% of Corpus Christi area men & 37% of women watch KRIS most often for local news.



Activities

49% of KRIS viewers enjoy shopping in his/her leisure time.



Children

38% of KRIS viewers have at least 1 child currently living in the household.



Household Income

43% of Corpus Christi area adults with a household income between \$75-\$100K watch KRIS most often for local news.

KRIS Communications Multi-Screen Platforms



Today's consumers are watching video on more screens around the house and on the go. KRIS Communications multiple platforms allows for broader reach to your consumer with more impressions and deeper engagement.

- When looking at the most effective way to promote your products/services and reach the largest audience, television is the clear leader! Television gives you the best bang for your buck because of its large audience, local reach and impact. Broadcast television reaches more people each day than any other medium. More than 98% of all homes have access to broadcast television. Everybody is watching! People spend more time watching television than they do with any other medium (4.7 hours a day)!

- Combining Broadcast TV with Broadcast Websites results in 3-10% increased reach. Leverage the consumers media multi-tasking to bring your message across multiple platforms and offer an enhanced experience with interactive features. With KRIS Communications you get more reach on more screens by extending your message to consumers across our website, news and weather apps and over the top app on devices including Roku, Apple TV and more.

Cable & Satellite Channel Guide

WHERE TO FIND US:

COMPANY	DMA	KRIS NBC	KDF	NRIS CW
Alliance Cable Systems	Hebbronville	6	13	17
Alliance Cable Systems	Freer	6	13	23
Cable One	Aransas Pass, Ingleside, Gregory	6	47	6.2
CMA Communications	Kingsville	6	47	7
Grande Communications	Corpus Christi	7	13	16
Time Warner Cable	Corpus Christi, Portland, Rockport, Beeville, Mathis, Alice	7	13	23
Direct TV	All cities in DMA	6		14
Dish Network	All cities in DMA	6		13

SOURCE: FCC PUBLIC FILE, CABLE COMPANY WEBSITES



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Stages of the Purchase Decision Process



Reach Your Audience With KRIS-TV



American Bank Center seats 10,000 people.

KRIS 6 News Sunrise @ 6am reaches an average of 11,000 A21+ each and every weekday in Corpus Christi

KRIS 6 News @ Noon reaches an average of 12,200 A21+ each and every weekday in Corpus Christi



Whataburger field seats 7,050.



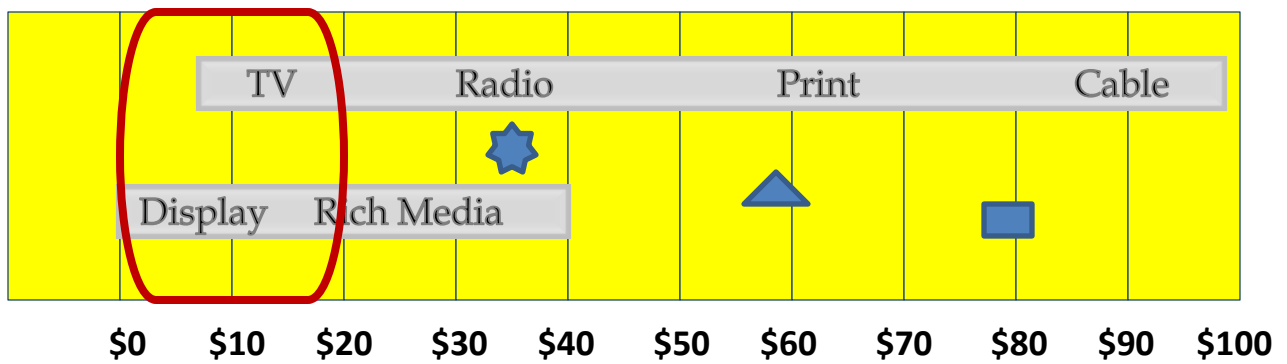
Buccaneer Stadium seats 18,000 people.

KRIS 6 News @ 10pm reaches an average of 23,100 A21+ each and every weekday in Corpus Christi




The Spectrum of Cost Efficiency

Reach Customers for Less!

Range of CPMs(Cost Per Thousand) Across Multiple Media in Your Market



For Branding, Event Marketing, and Mass Reach , TV and Digital Convergence Packages **have the widest reach for the lowest cost per thousand.**

-  Outdoor Billboard
-  :30 Radio Ad
-  Newspaper Ad

We Can Help!

With KRIS Communications you have a team of Marketing Strategists that work with you to create the best plan for your business. First we start with understanding your goals, then use that to build a strategy that's engaging and creative to reach your target audience.

Our video solutions start with television and extend your reach across screens through online video to engage consumers, create awareness and drive sales.

KRIS Communications will maximize your advertising investment with a custom strategy to deliver the results you expect out of your advertising dollars.

We want to partner with you to accomplish your goals, and tell your businesses story.



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