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NEWS

MUSIC AND ARTS LIFE

# BULLSEYE

Interviewing Tastemakers in Comedy and Culture

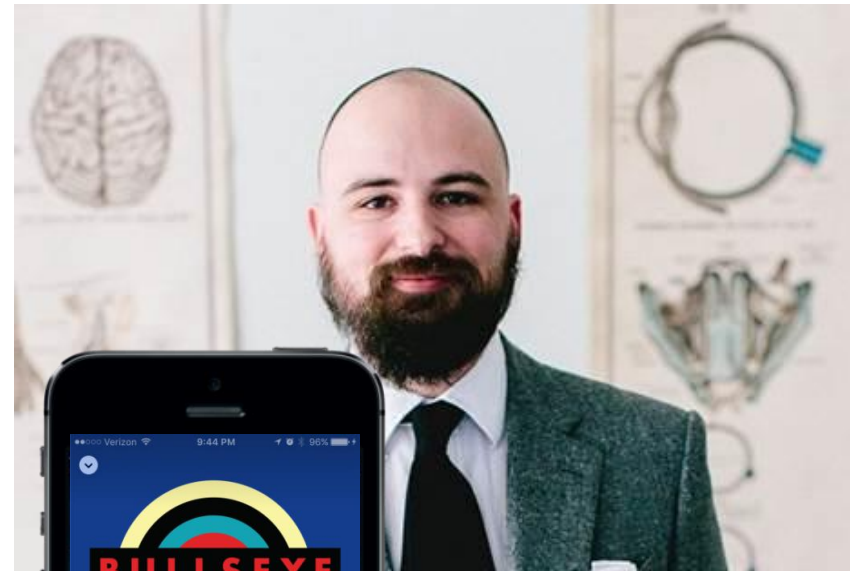


# BULLSEYE

- *Bullseye* is a weekly variety broadcast show and podcast that acts as a curated guide to culture
- Jesse Thorn hosts in-depth interviews with brilliant creators, culture picks from our favorite critics and irreverent original comedy
- Past guests have included John Oliver, Larry Wilmore, Randall Park, Catherine O'Hara, Spike Lee and more
- *Bullseye* has been featured in *Time*, *The New York Times*, *GQ* and *McSweeney's*, which called it "the kind of show people listen to in a more perfect world."

## **Bullseye Sponsorship Overview**

- **On Air:** :15 sponsor credits in weekly broadcast program
- **Podcast:** :15 pre-roll and :30 host-read mid-roll credits in weekly episodes of *Bullseye* deliver custom sponsor messages
- **Digital:** Recognition across *Bullseye* presence on NPR.org. Additional, scalable sponsorship plan available to extend your message to the NPR.org audience



**LEARN MORE**



# NPR CROSS-PLATFORM SCALE AND HALO EFFECT

## NPR ON AIR

**30M**

Weekly broadcast listeners

**65%**

NPR broadcast listeners prefer to buy products or services from NPR sponsors

## NPR PODCASTS

**11.3M**

Unique monthly podcast users

**76%**

NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR

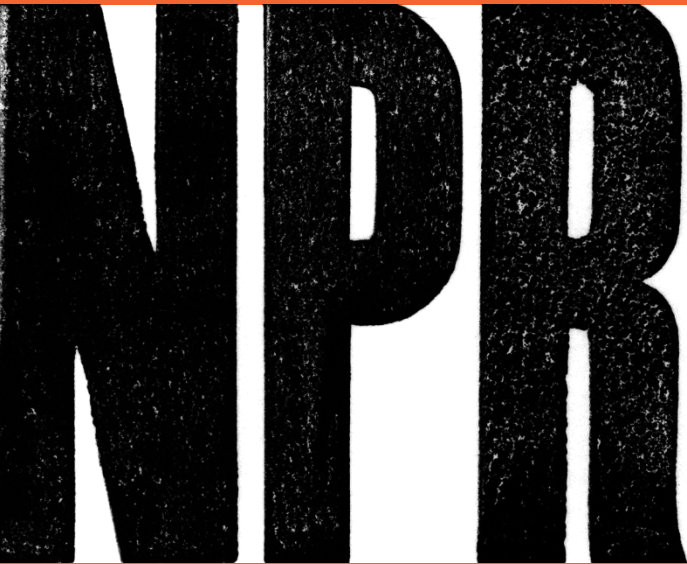
## NPR.ORG

**43M**

Unique monthly visitors at NPR.org

**73%**

NPR.org users have taken action in response to a sponsorship message on NPR.org



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## **CONTACT**

NPR Sponsorship  
[sponsorship@npr.org](mailto:sponsorship@npr.org)  
202.513.2093

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