



NEWS

MUSIC AND ARTS LIFE

POP CULTURE HAPPY HOUR

Cross-Platform Sponsorship



POP CULTURE HAPPY HOUR

- *Pop Culture Happy Hour* is a weekly entertainment and pop culture podcast featuring lively chats about books, movies, music, television, comics and pretty much anything else that strikes a nerve
- Hosted by Linda Holmes, writer and editor of NPR's pop culture blog [Monkey See](#)
- Regular panelists include NPR Music editor Steven Thompson and writer and comic book expert Glen Wheldon
- Past episodes have dug into award nominations, pop culture icons, hit TV shows and much more

Pop Culture Happy Hour Sponsorship Overview

- **Podcast:** :15 pre-roll and :30 mid-roll credits in twice-weekly episodes
- **Digital:** Targeted presence on [Monkey See blog](#) on NPR.org. Recognition across *Pop Culture Happy Hour* presence on NPR.org. Additional, scalable sponsorship plan available to extend your message to the NPR.org audience
- **Events:** Sponsors can be recognized at live events through site branding and sponsor themed content integration



[LEARN MORE](#)



EVENT SPONSORSHIP SUMMARY

Sponsor can align with *Pop Culture Happy Hour* through custom sponsorship activation at live tapings in select cities nationwide

Custom sponsorship opportunities at *Pop Culture Happy Hour* events include:

Sponsor Recognition & Site Branding Opportunities:

- Co-branded audience giveaway
- Onsite sponsor display
- Co-branded event signage and collateral
- Onstage host recognition of sponsor
- Recognition in event promotion
- Promotion in sponsor's social channels
- Ticket block for sponsor's guests
- VIP reception hosted by sponsor and programmed in collaboration with NPR Presents





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

pop
culture
happy
hour

pop
culture
happy
hour

APPENDIX

Pop Culture Happy Hour Live On Tour

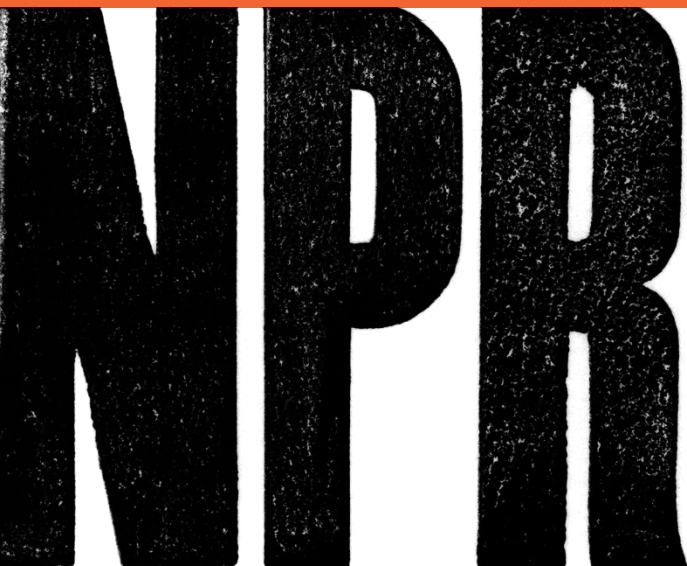




POP CULTURE HAPPY HOUR LIVE

In 2016, *Pop Culture Happy Hour* took their show on the road with live podcast tapings across the West Coast, entertaining audiences at sold-out shows in Seattle, San Francisco and Los Angeles





CONTACT

NPR Sponsorship
sponsorship@npr.org
202.513.2093
