



NEWS



MUSIC AND ARTS LIFE



NPR DIGITAL

A Record of Innovation



A RECOGNIZED DIGITAL LEADER

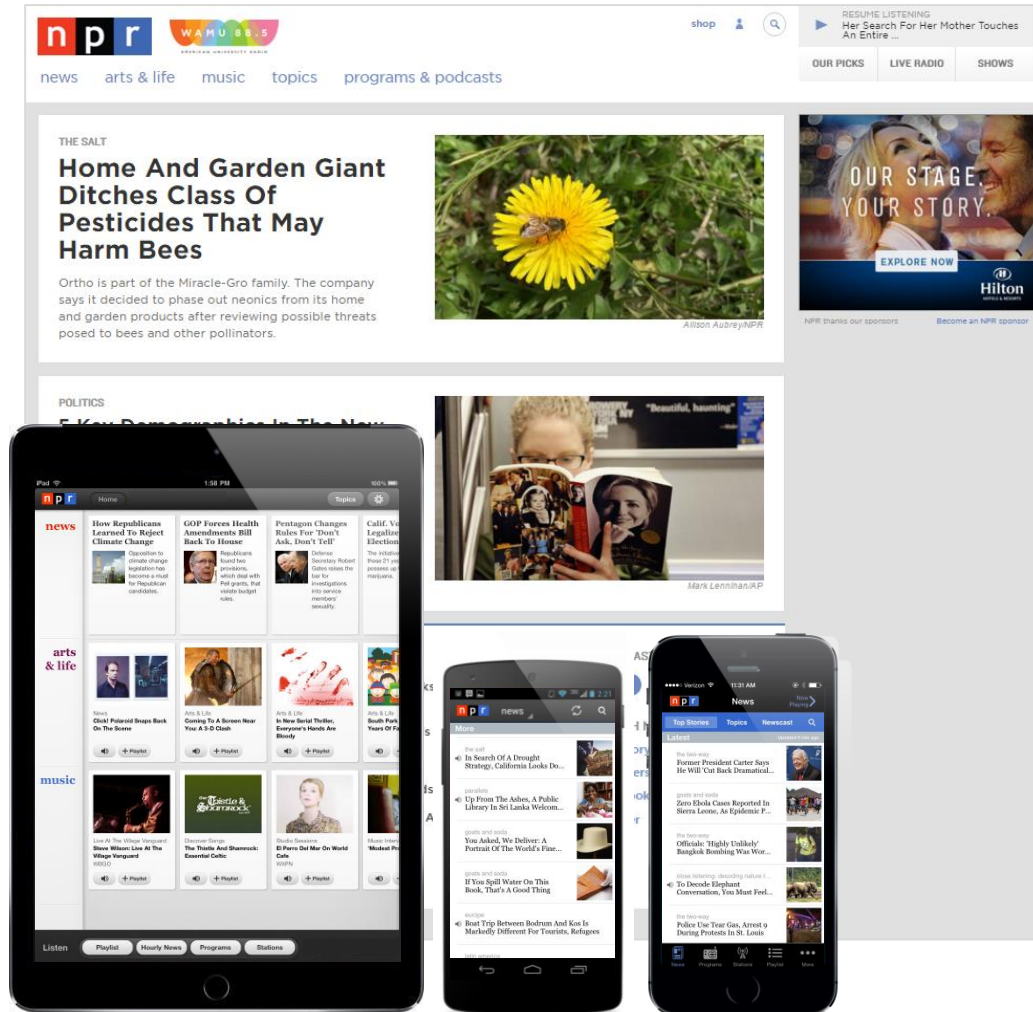
NPR Across Digital Platforms

NPR has emerged as:

- The “most successful hybrid of old and new media” – *Fast Company*
- “One of the few media organizations that is leading the charge in social media channels” – *Mashable*

Attracting an audience of:

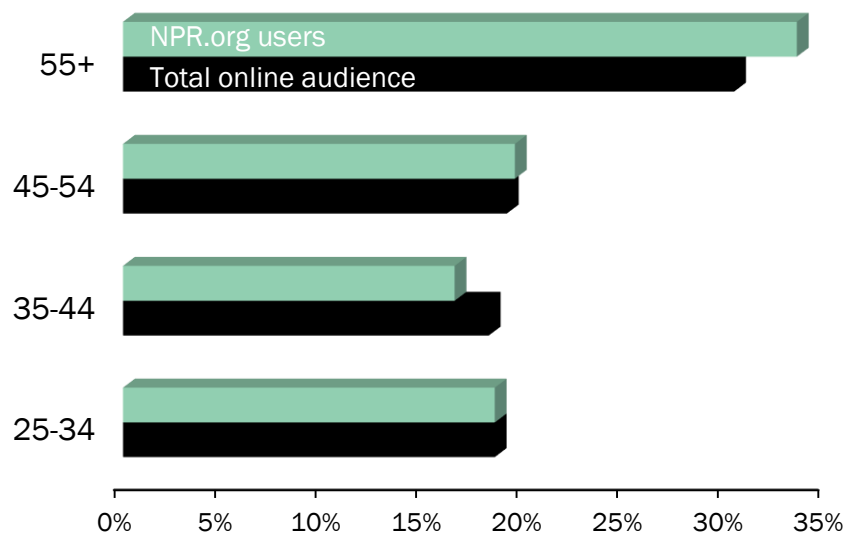
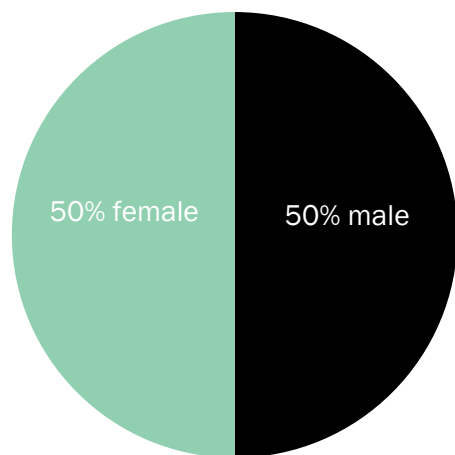
- 43 million unique monthly visitors to NPR.org
- More than 2.5 million monthly users on NPR apps for iPhone, iPad, and Android combined
- Largest podcast audience of any publisher with more than 11.3 million monthly users





A BALANCED AUDIENCE

56% of NPR.org users are 18-49



Average monthly unique users:

43 million

Average monthly page views:

128.9 million

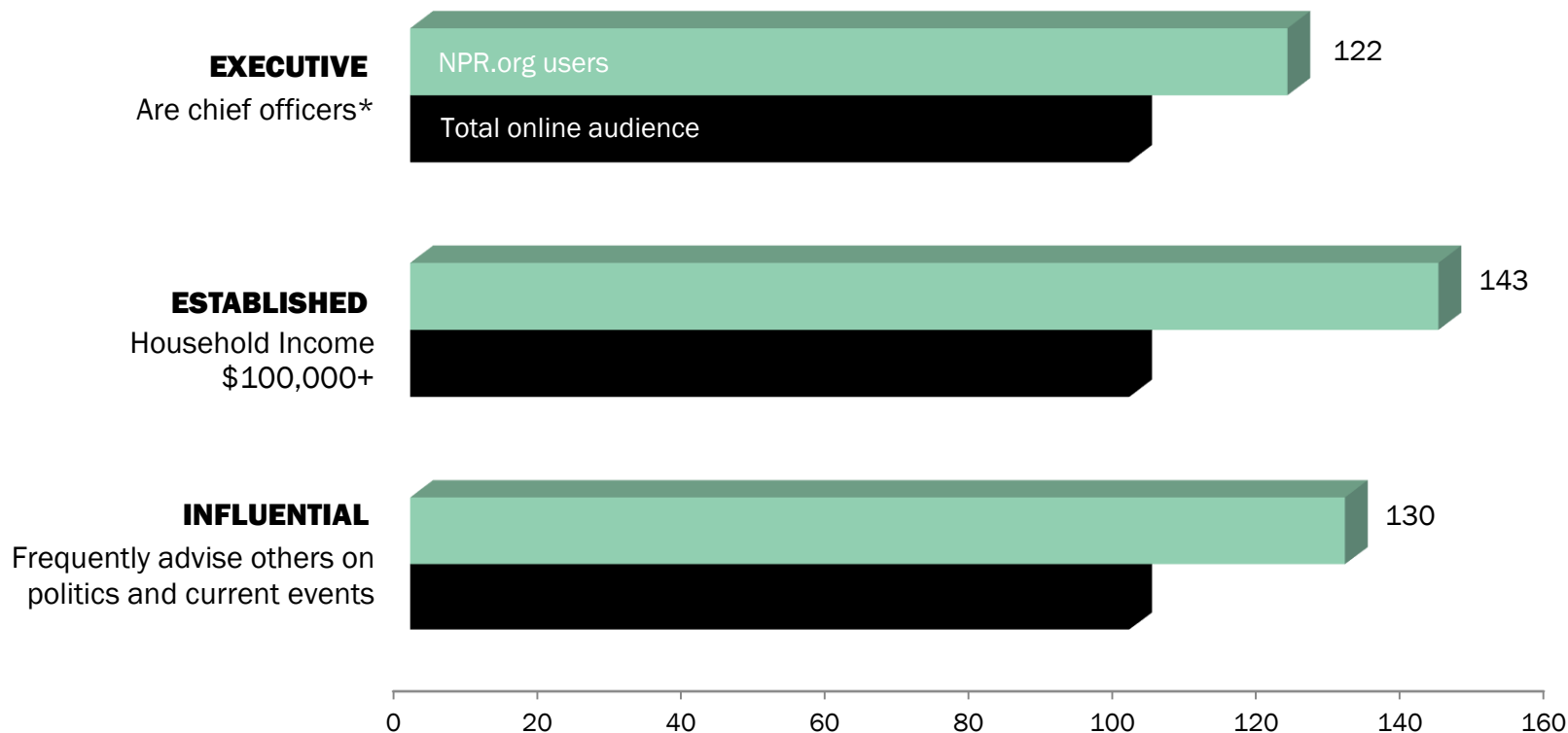
Average time spent per page:

4.1 minutes



A RISING AUDIENCE

NPR.org users are:





PROVEN ENGAGEMENT, POWERFUL RESULTS

The “Halo Effect” of NPR.org

54%

Pay attention to
the sponsorship
announcements
on NPR.org

75%

Hold a more positive
opinion of companies
that support NPR.org

65%

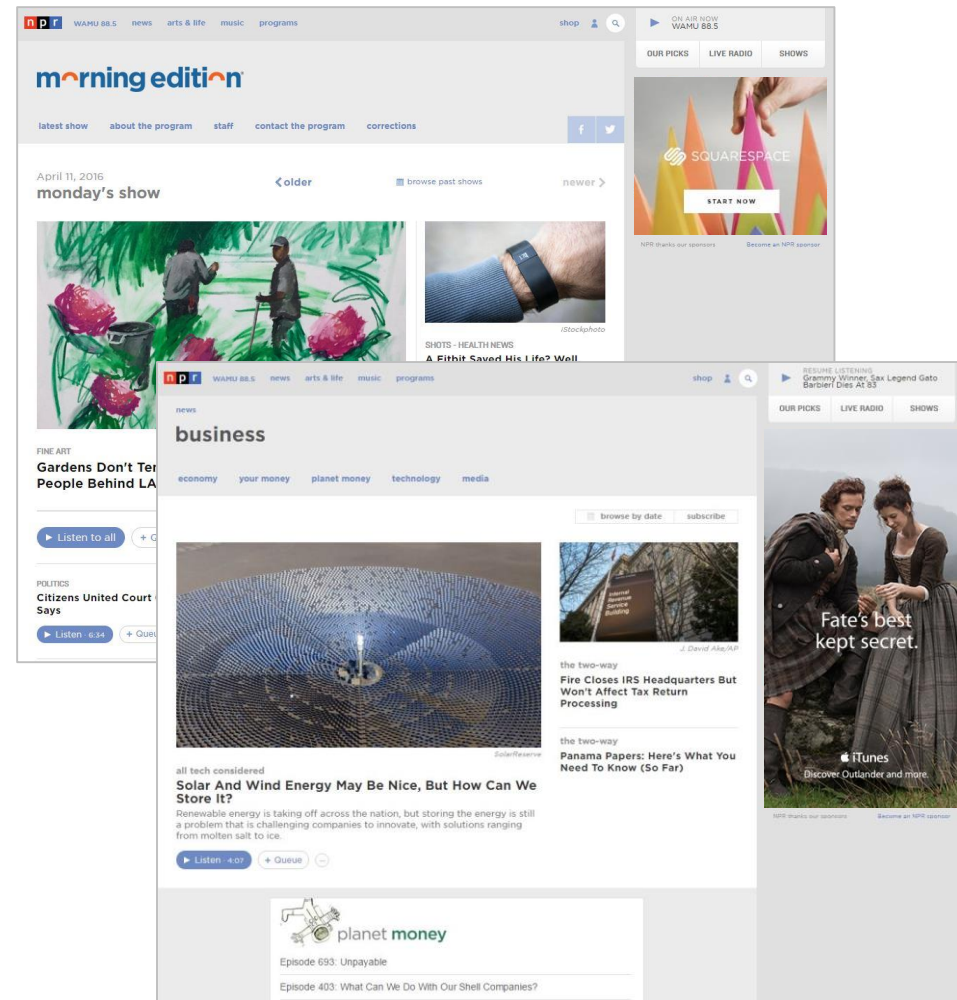
Prefer to buy products
or services from NPR
sponsors



CONTENT BASED ON USER INTERESTS

Targeted Sponsorship Placements

- NPR.org is organized around News, Arts & Life, and Music topic verticals
- Content is also organized by program, allowing users to engage with favorite on-air content
- Program and topic pages target user interests and allow a sponsor to align with content most relevant to its objectives
- NPR can also target sponsorship placements by user demographics and user behavior within NPR.org, offering sponsors heightened reach to key audiences
- Sponsorship placement includes 300x600 or 300x250 units





NPR.ORG BANNER PERFORMANCE

300x600 Banners Deliver Powerful Results Above Industry Benchmarks

92%

Viewability rate of NPR.org display units

(NPR.org display unit viewability: 92% vs. viewability industry benchmark: 63.2%*)

400%

NPR.org banners perform 400% above industry benchmark for CTR

(NPR.org CTR: 0.3% vs. CTR industry benchmark: 0.06%**)

228%

NPR.org banners perform 228% higher than the industry benchmark for average time in view

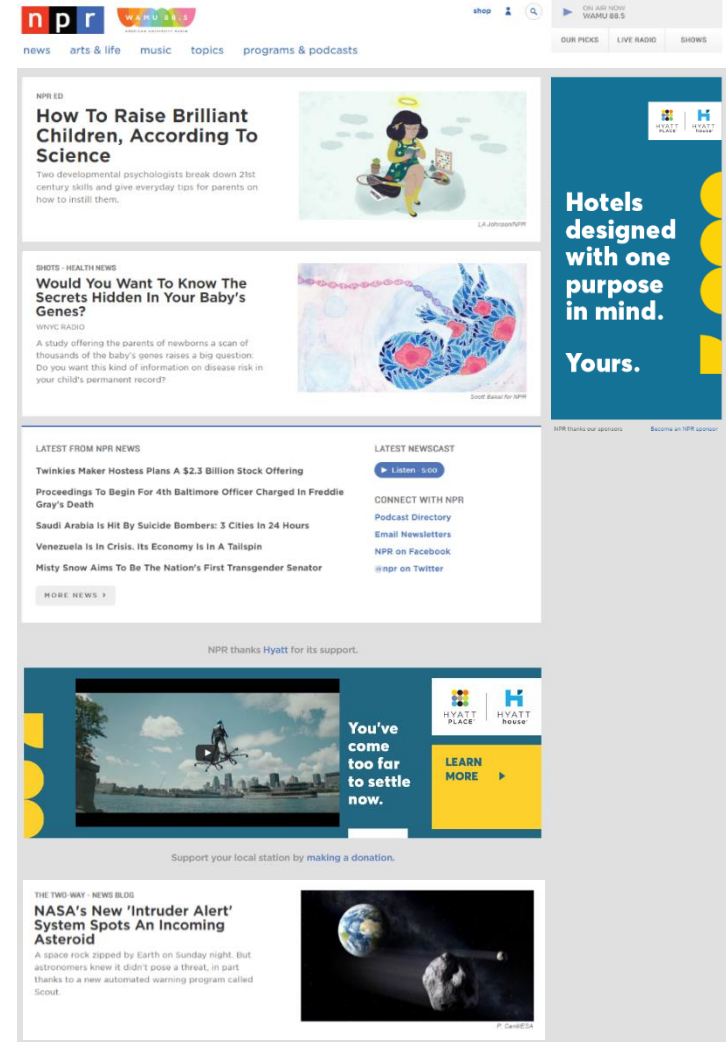
(NPR average time in view: 92 seconds vs. time in view industry benchmark: 28 seconds*)



NPR HOMEPAGE ROADBLOCK

Center Stage Custom Creative

- Center Stage is a responsive canvas enabling sponsors to prominently feature highly interactive branded content on NPR.org across desktop, tablet and mobile platforms
- Homepage Center Stage is a 24-hour roadblock on the NPR.org homepage, paired with a 100% viewable 300x600 banner
- The unit offers a sponsor the opportunity to incorporate a variety of interactive elements, such as:
 - Quality, long-form click-to-play video content
 - Gallery of photos or other images
 - Dynamic data, such as searchable event dates
 - Interactive timeline or slideshow
 - Opportunity to highlight support of a specific NPR program or series
- NPR will build the custom unit in partnership with a sponsor utilizing sponsor brand assets

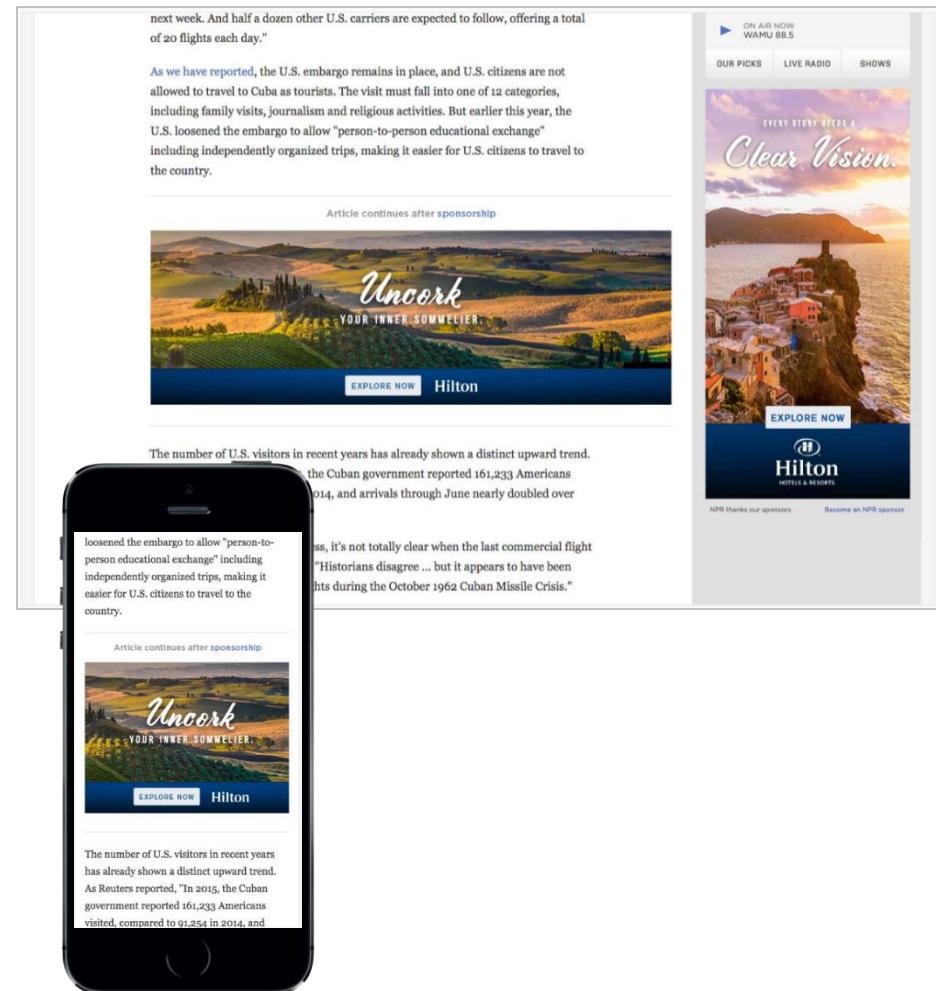




CUSTOM CREATIVE ON STORY PAGES

Story Center Stage

- On NPR.org story pages, Story Center Stage offers a sponsor the opportunity to feature highly interactive branded content on NPR.org story pages, including video, image galleries, or interactive timelines
- Story Center Stage is fully responsive and spans the full width of the story content area
- On desktop, Story Center Stage sponsorship is paired with a persistent, 100% viewable 300x600
- Dynamically placed within the content, Story Center Stage reaches users when they are most engaged in the NPR content experience
- NPR will build the custom unit in partnership with a sponsor, utilizing sponsor brand assets



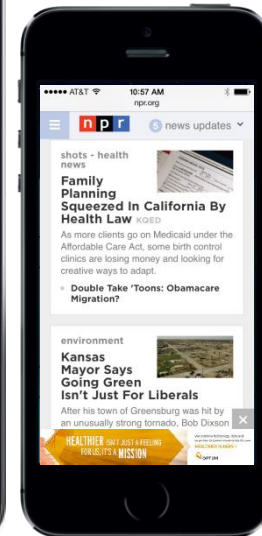
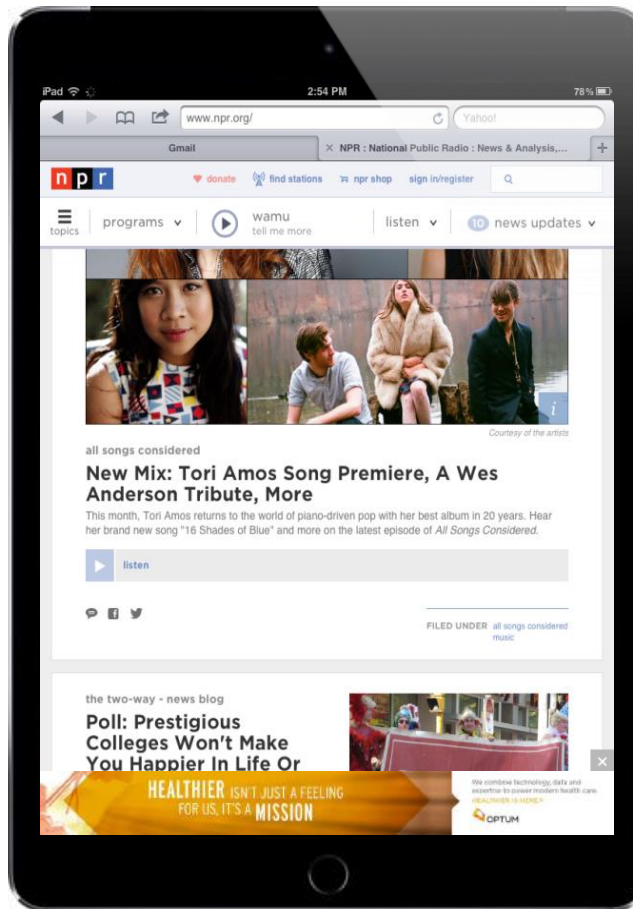


SPONSORSHIP ON SMARTPHONES AND TABLETS

Adhesion Units

- NPR.org sponsorship on smartphones and tablets features the IAB Mobile Rising Star Adhesion Unit
- Sponsorship unit templates have been developed to provide an optimal user experience across all smartphones and tablets
- Adhesion units stays visible as user scrolls through content, offering greater time in view than ad placements on other news sites

Adhesion units currently generate an average CTR of 1.76%





CONTENT AT USERS' FINGERTIPS

NPR Apps for Mobile Devices

NPR apps for iPhone & Android

- Deliver the latest news, programs, playlists and station streams
- 2.3 million monthly users
- Sponsorship includes 640x100 units which scale to 320x50, and 600x500 audio-synched interstitials which scale to 300x250

NPR app for iPad

- Magazine-style content organized by News, Arts & Life, and Music
- 222,000 unique monthly users
- Sponsorship features full screen audio-synched interstitials, with opportunity to feature custom creative including video on user click

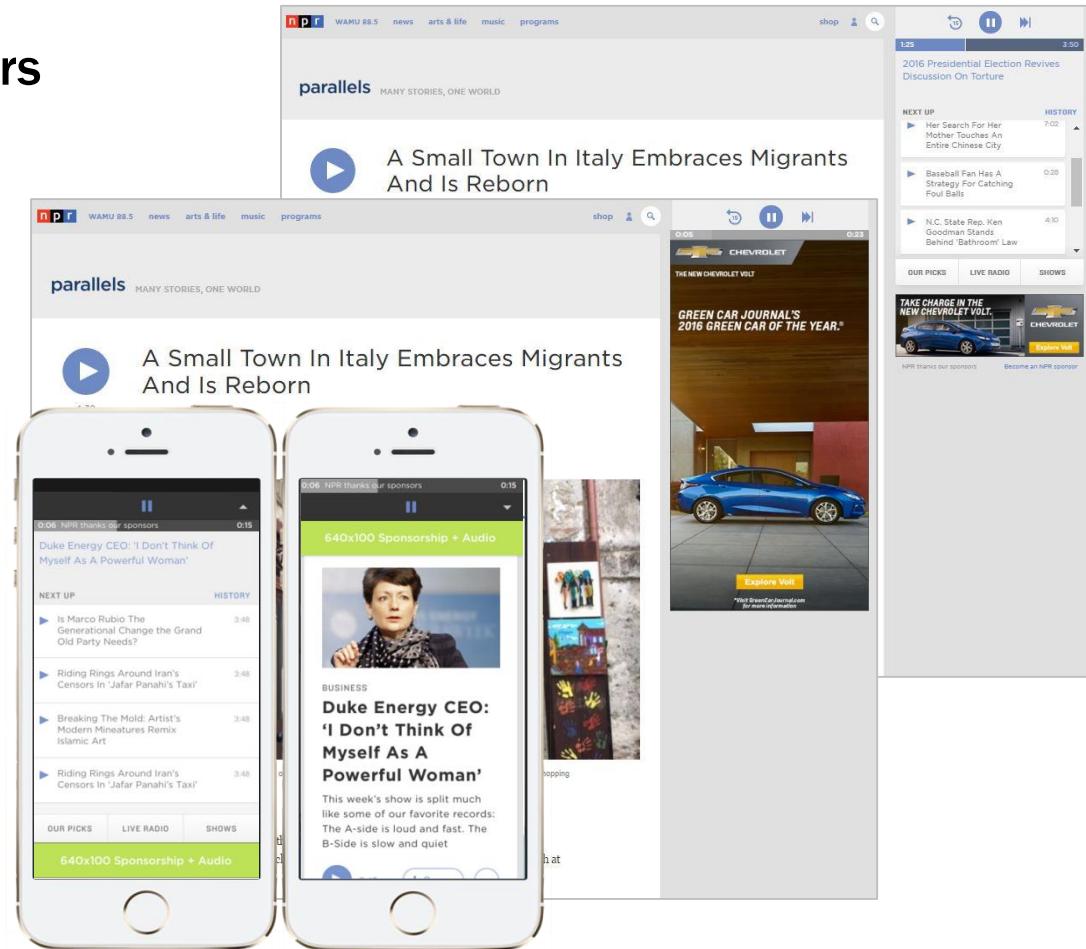




NPR PLAYER

Dynamic Opportunity for Sponsors

- The persistent audio player is fully responsive and persistent on the page, bringing audio to the forefront of the user experience throughout NPR.org
- NPR offers a range of sponsor activation within the new player designed to meet a variety of campaign objectives
- NPR's team of trained audio professionals will work with a sponsor to create high-quality audio that aligns with campaign goals



Explore the [NPR.org Player](#), Digiday's Best Brand Platform of 2016

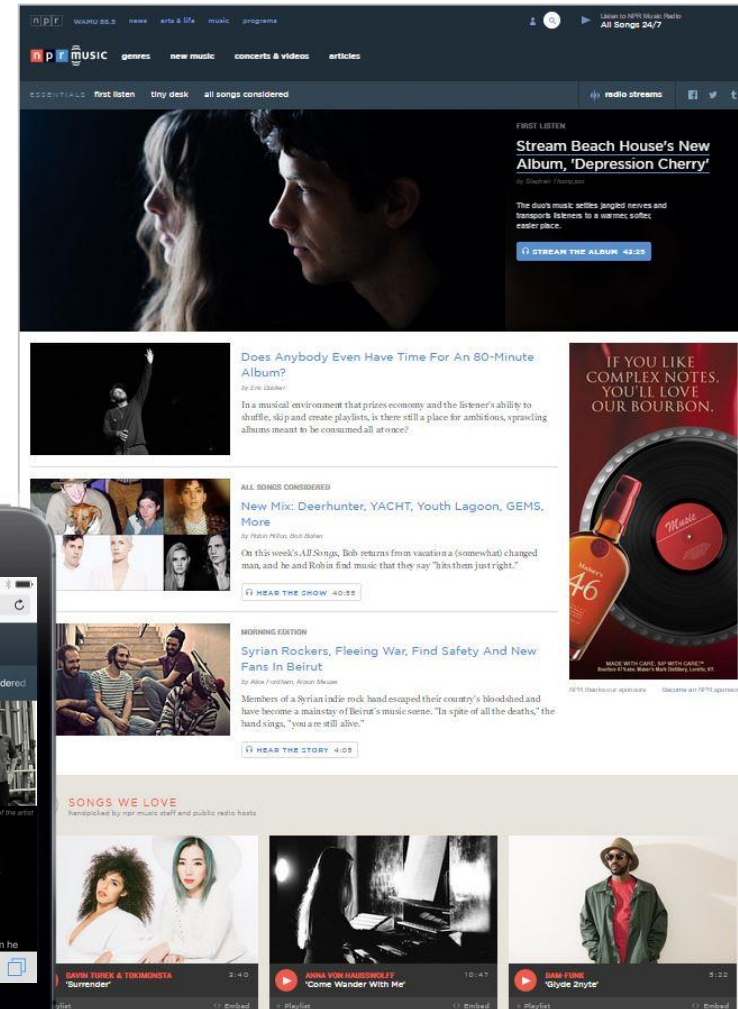
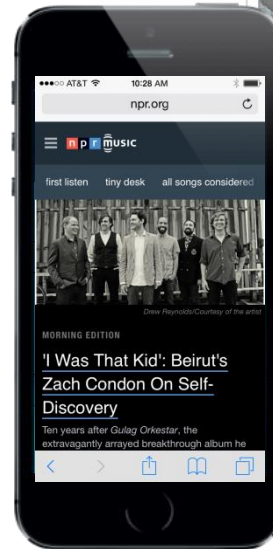


A DESTINATION FOR MUSIC DISCOVERY

NPR Music Performs for Users

The “hippest way to discover new music”
–*Fast Company*

- Home to the Emmy-nominated and Webby Award-winning program *All Songs Considered*
- Generating 4.4 million unique visitors and 8.2 million page views each month
- Sponsorship includes 300x600 or 300x250 creative, with only one sponsor per page, and up to :15 pre-roll for audio content
- Additional reach through music podcasts, live events and adhesion units across NPR Music pages viewed on mobile and tablet devices



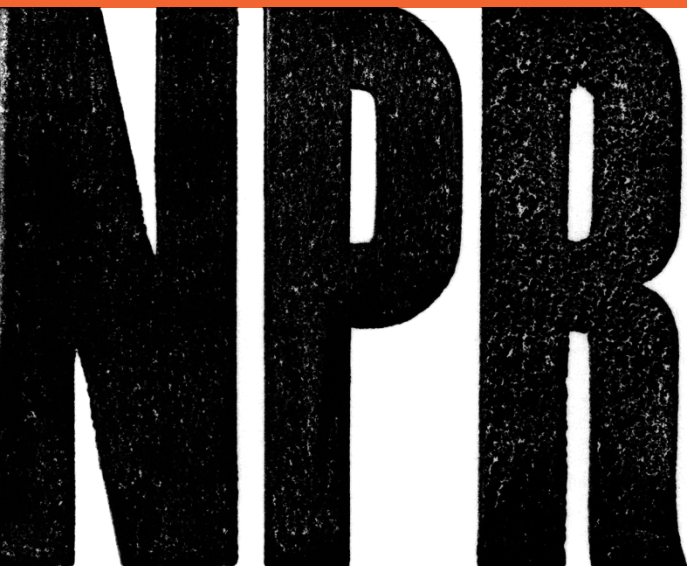


NPR PODCASTS

Industry-leading Listening On-the-go

- NPR is the #1 podcast publisher in America, with 7 of the top 20 podcasts
 - Downloaded by 11.3 million monthly unique podcast users
 - NPR podcast users have increased 38% year over year
- Consistently ranked among iTunes' "Top Ten," "People's Choice," and "Staff Favorites," with eight NPR podcast titles named among the "Best of 2016"
- Show topics range from comedy, music, politics, hard news, trivia and finance





CONTACT

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