



n p r

NEWS

MUSIC AND ARTS LIFE

ALT.LATINO FROM NPR MUSIC

A Destination for Latin Alternative Music en Español



“A growing branch of NPR whose taste-making powers always seem to be on the rise.” –*The Washington Post*



“Whether on the air, on the road or online, NPR has become the newest center of gravity for breaking music.”

–*Billboard*



“Some of the world's top musical acts have dropped by to record at NPR's Tiny Desk mini concert series. The performances are intimate, but the online following is huge.”

–*CBS This Morning*



“NPR’s official showcase at Stubb’s has come to be regarded as one of the best shows of SXSW.”

–*Vulture*



“They’re at the top of the list... We know that’s where the audience is.”
– R.E.M. Manager Bertis Downs said of NPR Music



4.4M

unique monthly visitors

8.2M

monthly pageviews

28

median age for NPR
Music fans



A POWERFUL PARTNER ACROSS PLATFORMS

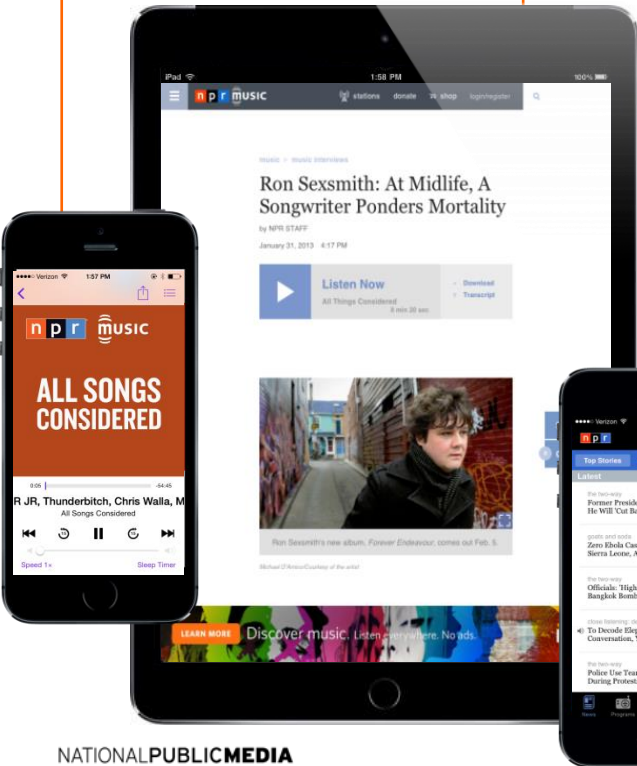
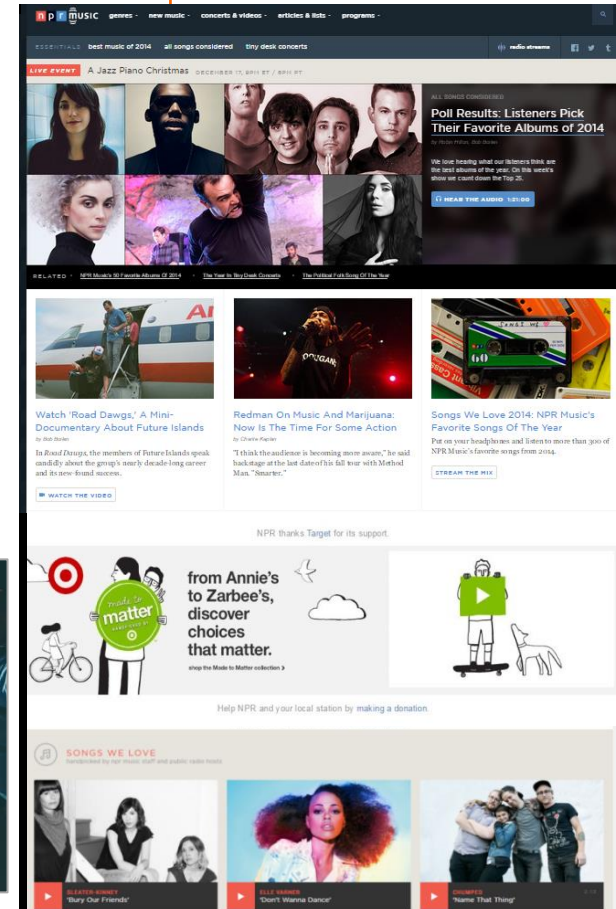
Sponsorship announcements in NPR Music podcasts, including Emmy-nominated and Webby Award-winning program *All Songs Considered* and hip-hop program *Microphone Check*

All NPR Music blog and story pages provide an optimized experience on desktop, tablet and mobile platforms and support IAB Rising Star units

NPR Music produces high-quality live events offering brands dynamic sponsorship opportunities to reach engaged audiences

300x250 or 300x600 creative, or Main Stage roadblock, with only one sponsor per page, and pre-roll for video and audio

New NPR Streaming Audio Player features a custom, responsive display companion that animates in sync with audio creative



ALT.LATINO

Exploring Latin Alternative Music and Rock in Spanish



ABOUT ALT.LATINO

Exploring Latin Alternative Music and Rock

About Alt.Latino

- A standout NPR Music program, *Alt.Latino* explores Latin Alternative music and rock
- Host Felix Contreras shares love of Latin Alternative music by introducing audiences to the best classic and emerging sounds from Brazil, Colombia, Mexico and more

Cross-Platform Opportunities

- *Alt.Latino* is helping to draw new audiences to NPR, while helping loyal listeners discover the familiar sounds of classic rock and hip hop – now in Spanish. The program offers cross-platform opportunities, including:
 - Weekly show and podcast
 - The *Alt.Latino* blog
 - Tiny Desk Concerts





ALT.LATINO ON AIR AND ONLINE

Cross-Platform Sponsorship Opportunities

Weekly Program and Podcast

- The weekly program is regularly featured on *Weekend Edition Saturday*, *Morning Edition*, *All Things Considered* and WXPN's *World Café*
- *Alt.Latino* podcast is dedicated to new Latin Alternative music and has a rapidly growing fan base

The Alt.Latino blog

- As NPR's only bilingual blog, [Alt.Latino](#) features interviews, news, recommendations and conversations about the world of Latin Alternative music
- Beyond the blog, *Alt.Latino* has a growing social media presence on [Facebook](#) and [Twitter](#), which also hosts a bilingual dialogue

The screenshot shows the alt.latinomusic.com website interface. At the top, it displays the NPR Music logo and the station WAMU 88.5. The main header reads "alt.latinomusic.com LATIN ALTERNATIVE MUSIC AND ROCK EN ESPAÑOL". Below the header, there are navigation links for "our show", "alt.latinomusic.com radio", "guest djs", and "videos". A "LISTEN TO RECENT STORIES" section is visible, featuring three audio stories:

- Story 1:** "Día De Los Muertos: Alt.Latino's Sonic Altar" by Jasmine Garza, dated October 29, 2015. It includes a play button, a "LISTEN" button, and a duration of 46:47. The accompanying image shows people with colorful Day of the Dead face paint.
- Story 2:** "Alt.Latino's Horror-Movie Mixtape" by Jasmine Garza, dated October 22, 2015. It includes a play button, a "LISTEN" button, and a duration of 36:50. The accompanying image shows a close-up of dark lips.
- Story 3:** "Hear 6 Latin American Artists Who Rock In Indigenous Languages" by Jasmine Garza, dated October 15, 2015. It includes a play button, a "LISTEN" button, and a duration of 37:12. The accompanying image shows a group of people wearing indigenous-style masks.

On the right side of the website, there is a promotional banner for Amy Winehouse's "Watch Her Heartbreaking, Unforgettable Story" on iTunes. Below this, a "Most Viewed" section lists articles such as "U.S. Oregon Teen Has Bubonic Plague, State Officials Say" and "MIDDLE EAST Iranian-American Is Reportedly Arrested At Tehran Airport". At the bottom right, a smartphone displays the alt.latinomusic.com mobile app interface, showing the "ALT.LATINO" logo and a play button.



ALT.LATINO 24/7 RADIO

Always On with Alt.Latino

- From Latin rock to psychedelic cumbia and everything in between, *Alt.Latino* Radio spins a genre-bending mix where tradition meets innovation.
- Listeners can access the stream on NPR.org or through the suites of NPR Music mobile apps
- Sponsor receives up to :15 audio sponsorship in streams across platforms

alt.latinO LATIN ALTERNATIVE MUSIC AND ROCK EN ESPAÑOL

our show alt.latinO radio guest djs videos

Alt.Latino Radio

JUNE 01, 2012 11:00 AM ET

From Latin rock to psychedelic cumbia and everything in between, Alt.Latino Radio spins a genre-bending mix where tradition meets innovation. Listen here or in the NPR Music iPhone and iPad apps.

[Alt.Latino Radio](#)

NOW PLAYING: Girl In a Coma - While My Guitar Gently Weeps

recently played

artist	song title	purchase	artist's page
Girl In a Coma	While My Guitar Gently Weeps	Find this song on Amazon iTunes	More On NPR Music
As Mulher	Zuzuka Poderosa (Gregor Saito)	Find this song on Amazon iTunes	

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[GET STARTED](#)

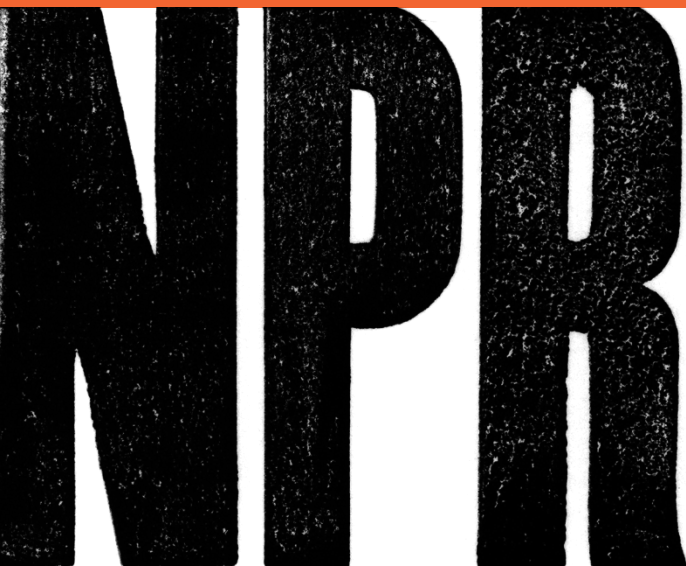
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