n p r

NPR'S CODE SWITCH PODCAST
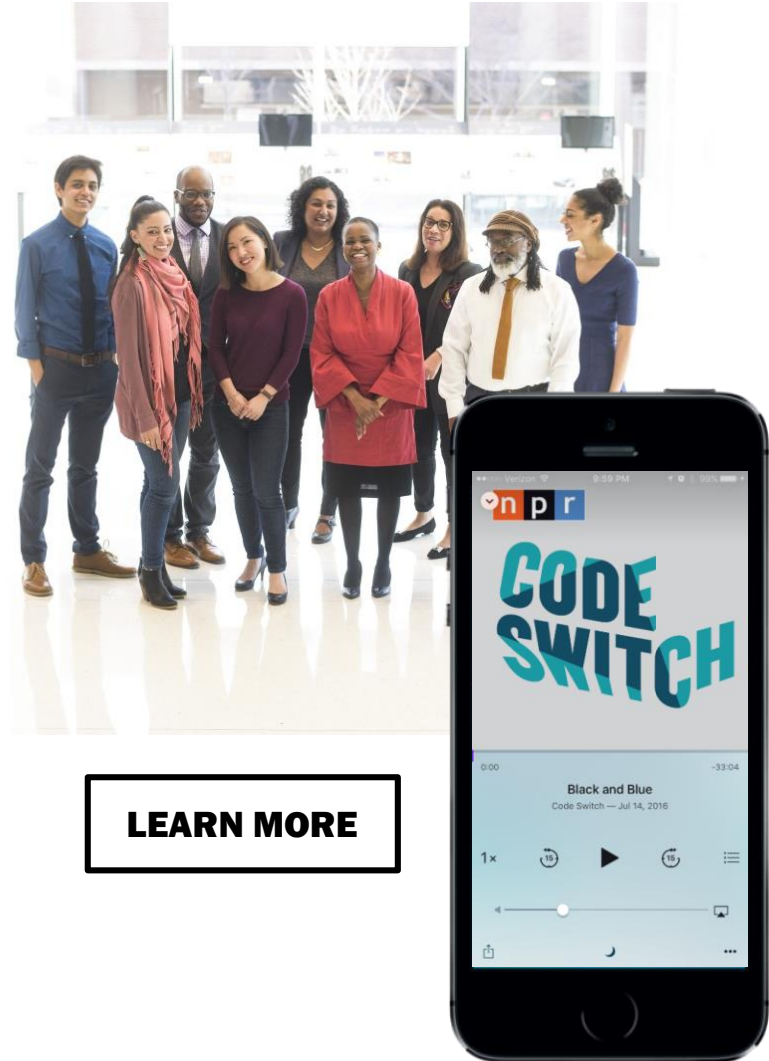
Exploring Race & Culture

CODE SWITCH

- With a unique voice, nuance and humor, *Code Switch* explores how race and culture permeate major issues in the news

- Across NPR newsmagazines, NPR.org and social media, the *Code Switch* team engages with people hungry for this important dialogue and facilitates thoughtful conversation

- Regular contributors include Shereen Marisol Meraji, Adrian Florido, Gene Demby, Kat Chow and Karen Grisby Bates

- *Code Switch* was featured as one of *The New York Times*'s best podcasts of 2016

Code Switch Sponsorship Overview

- **On Air:** Sponsor receives :15 and :30 mid-rolls in weekly broadcast program

- **Podcast:** :15 pre-roll and :30 mid-roll credits in weekly episodes

- **Digital:** Recognition across *Code Switch* presence on NPR.org. Additional, scalable sponsorship plan available to extend your message to the NPR.org audience

LEARN MORE

In photo: *Code Switch* contributors (L to R): Adrian Florido, Shereen Marisol Meraji, Gene Demby, Kat Chow, Tasneem Raja, Alicia Montgomery, Karen Grigsby Bates, Walter Watson, Leah Donnella. Code Switch Podcast Exploration, November 2015

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%

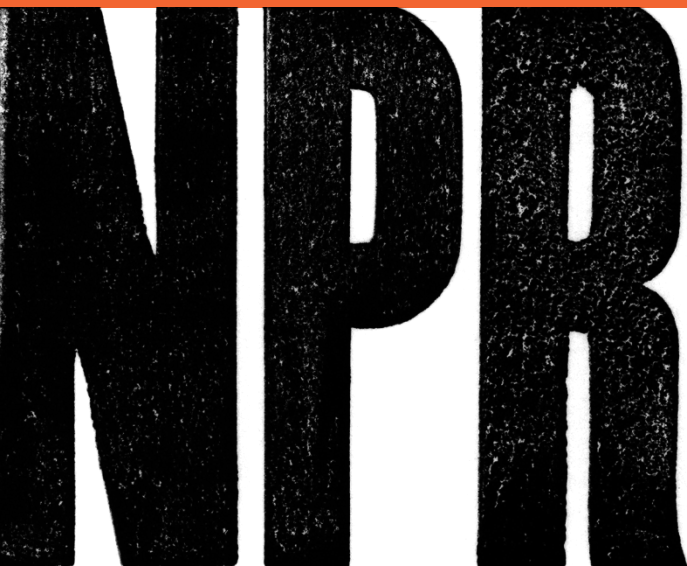NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR

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

CONTACT

NPR Sponsorship
sponsorship@npr.org
202.513.2093