

The NPR logo consists of three lowercase letters: 'n' in a red square, 'p' in a black square, and 'r' in a blue square.

n p r

A man in profile is speaking into a vintage-style silver microphone. The background behind him is a dark, textured rectangular block.

NEWS

A stylized, wireframe illustration of the Statue of Liberty and the United States Capitol building. A small white bird is flying in the sky between the two structures.

MUSIC AND ARTS LIFE

# FRESH AIR

Conversations on Culture from WHYY and NPR

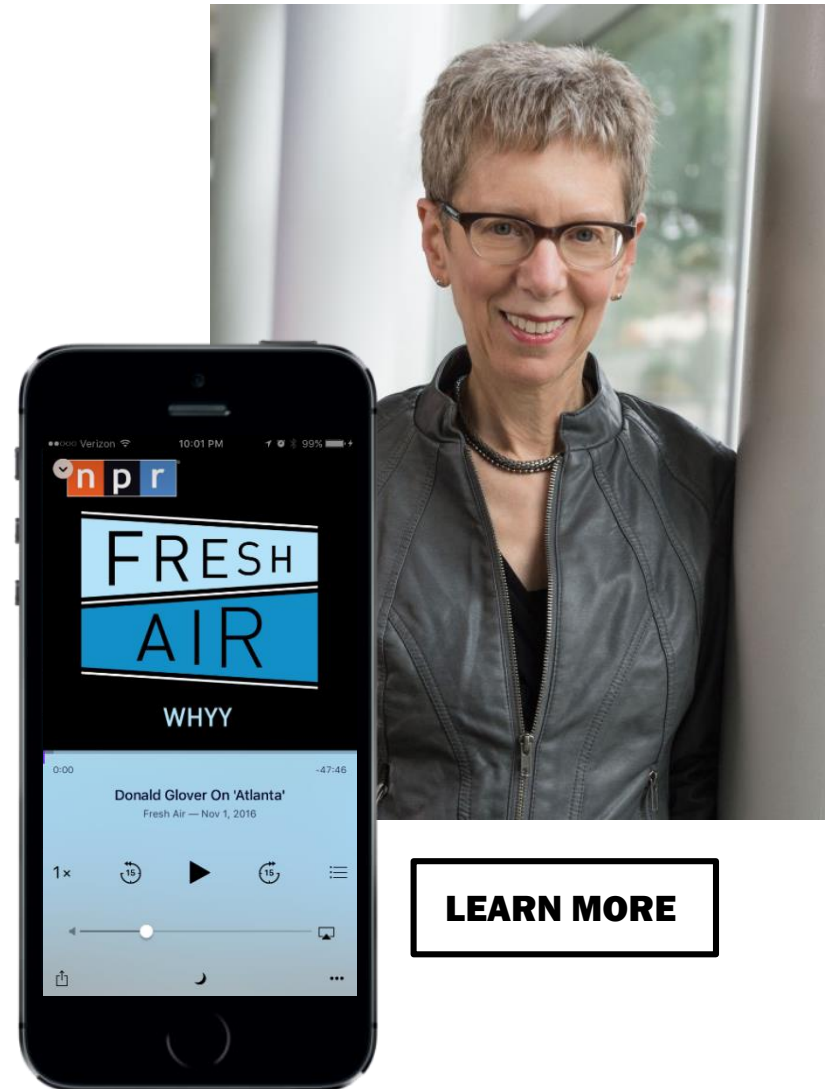


# FRESH AIR FROM NPR

- *Fresh Air* is a Peabody award-winning program and one of public radio's most iconic broadcast shows and podcasts
- Award-winning host Terry Gross conducts intimate conversations with newsworthy guests including David Sedaris, Mindy Kaling, Stephen Colbert and Jay Z, among many, many more
- *Fresh Air* tops the list of most-downloaded NPR podcasts and was the most downloaded podcast in 2016, according to Apple's iTunes chart

## **Fresh Air Sponsorship Overview**

- **On Air:** :15 sponsor credits in weekly broadcast program
- **Podcast:** :15 pre-roll and :30 mid-roll credits in weekly episodes of *Fresh Air* deliver custom sponsor messages
- **Digital:** Recognition across *Fresh Air* 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

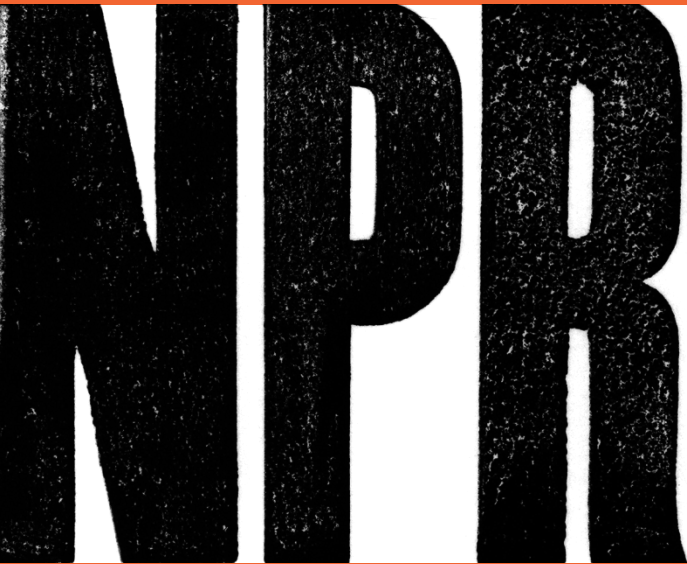
## NPR.ORG

**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**

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