

NPR POLITICS PODCAST

Sponsorship Opportunities

NATIONALPUBLICMEDIA





NPR POLITICS PODCAST

- NPR Politics Podcast combines sharp analysis and witty commentary for thought-provoking coverage that listeners won't find anywhere else
- With weekly roundups and quick takes on news of the day, NPR's political reporters talk to listeners like they talk to each other, bringing fresh voices around national conversation
- NPR Politics Podcast was named one of iTunes' Best Podcasts of 2016

NPR Politics Podcast Sponsorship Overview

- Podcast: :15 pre-roll and :30 mid-roll credits in twiceweekly episodes
- Digital: Recognition across NPR Politics Podcast presence on NPR.org. Additional, scalable sponsorship plan available to extend your message to the NPR.org audience







NPR CROSS-PLATFORM SCALE AND HALO EFFECT

NPR ON AIR



Weekly broadcast listeners

NPR PODCASTS



Unique monthly podcast users

NPR.ORG



Unique monthly visitors at NPR.org



NPR broadcast listeners prefer to buy products or services from NPR sponsors

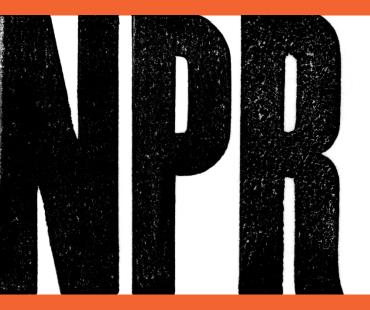


NPR podcast listeners hold a more positive opinion of a company when they find out it supports NPR

73%

NPR.org users have taken action in response to a sponsorship message on NPR.org

Sources: (On Air) ACT 1 based on Nielsen Audio Nationwide, Fall 2016. © 2016 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen. Lightspeed Research, State of Sponsorship Survey, April 2016. (Podcasts) Podtrac, April 2017. NPR Podcast User Surveys, Fall 2016. (NPR.org) Google Analytics, 3-month average, January-March 2017. Lightspeed Research, State of Sponsorship Survey, August 2015.



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