



NEWS

MUSIC AND ARTS LIFE

NPR POLITICS PODCAST

Sponsorship Opportunities



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 twice-weekly 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



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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

8.8M

Unique monthly podcast users

82%

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

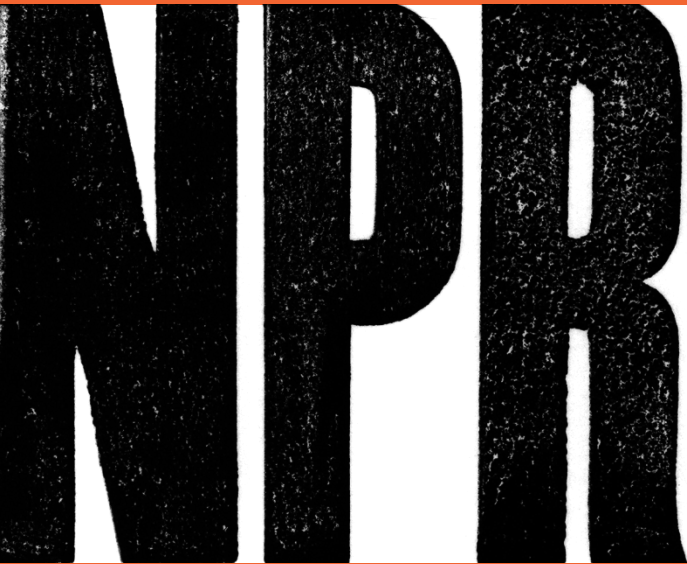
NPR.ORG

45M

Unique monthly visitors at NPR.org

73%

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



CONTACT

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