



NEWS

MUSIC AND ARTS LIFE

TED RADIO HOUR

Cross-Platform Sponsorship

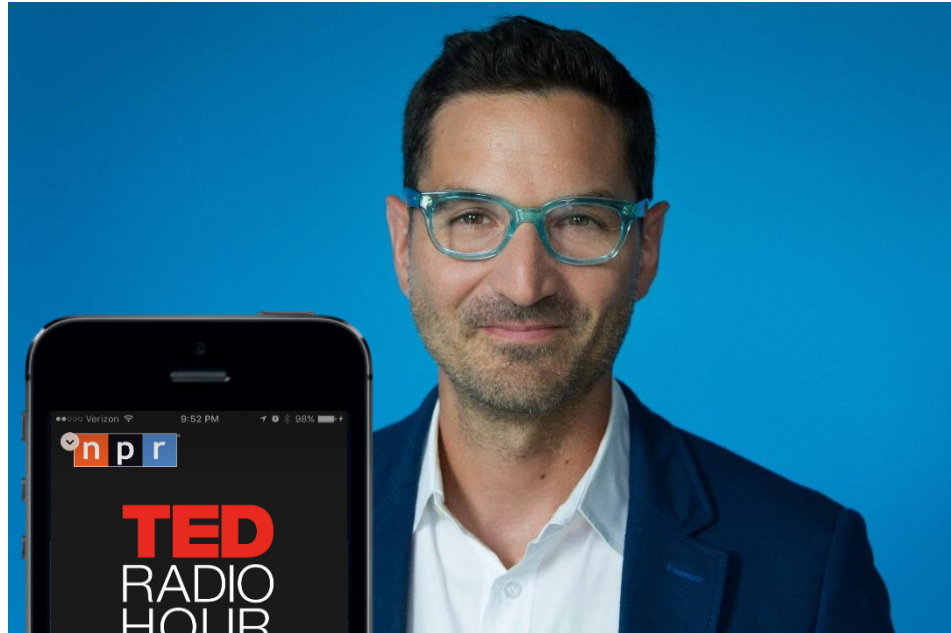


TED RADIO HOUR

- *TED Radio Hour* is a weekly radio show and podcast that brings leading voices and “ideas worth spreading” to NPR listeners through dynamic talks, commentary and storytelling
- Host Guy Raz draws on award-winning content and unparalleled production by NPR and TED – each episode centers on a single theme or idea
- From [Inc.com](#): “[*TED Radio Hour*] brings you the best of TED talks from some of the world's most inspirational speakers.”

TED Radio Hour Sponsorship Overview

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

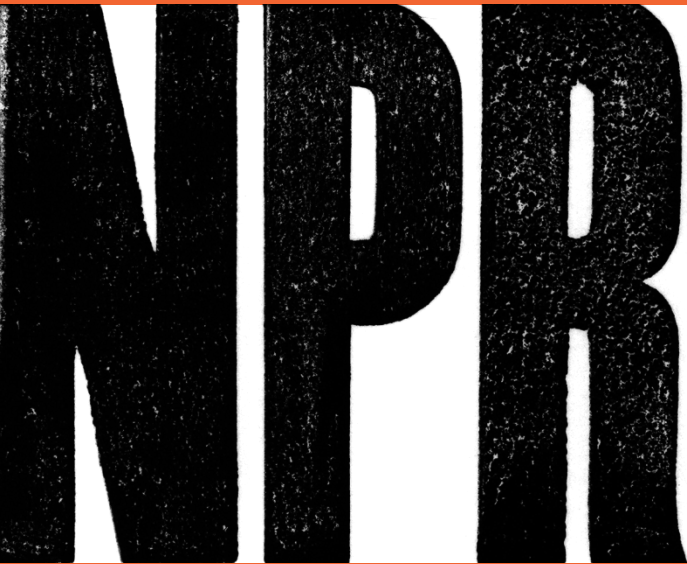
NPR.ORG

43M

Unique monthly visitors at NPR.org

73%

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



CONTACT

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