



NEWS

MUSIC AND ARTS LIFE

# THE BEST OF CAR TALK FROM NPR

Cross-Platform Sponsorship



# THE BEST OF CAR TALK FROM NPR

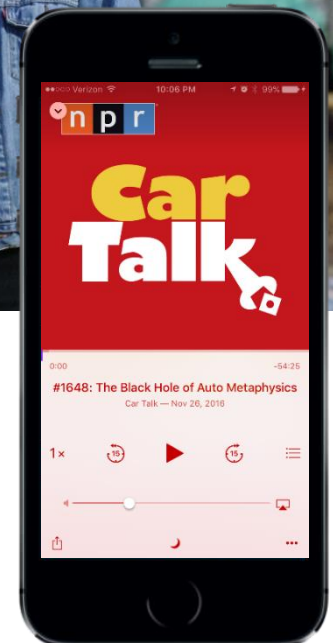
- *The Best of Car Talk* is a broadcast show and podcast that features segments from *Car Talk*, the iconic and hilarious, fast-paced program hosted by Tom and Ray Magliozzi (“Click and Clack”)
- The duo are America’s funniest auto mechanics taking calls from weary car owners across the country, taking the fear out of car repair and find fun in engine failure
- *Car Talk* is has been named one of the funniest and most practical programs in the history of public radio by *Thrillist*

## The Best of Car Talk Sponsorship Overview

- **Podcast:** :15 pre-roll and :30 host-read mid-roll credits in weekly episodes of *The Best of Car Talk* deliver custom sponsor messages
- **On Air:** :15 credits in weekly program broadcast
- **Digital:** Recognition on CarTalk.com, reaching 1.6M+ monthly unique users. 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

**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

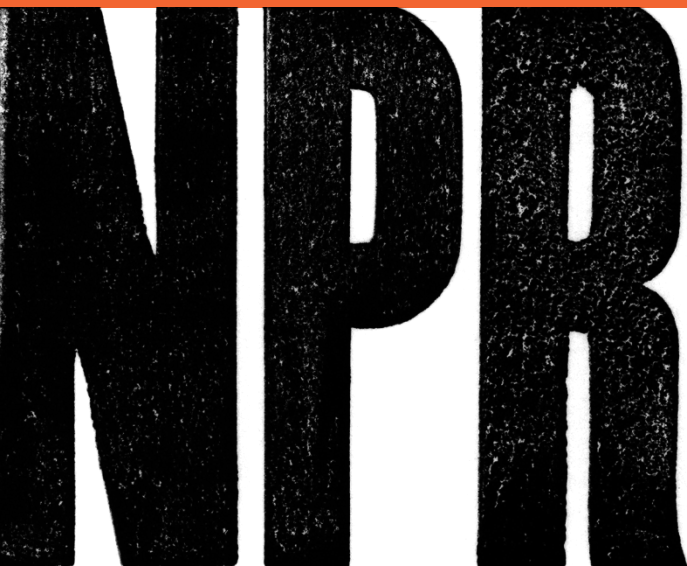
## NPR.ORG

**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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