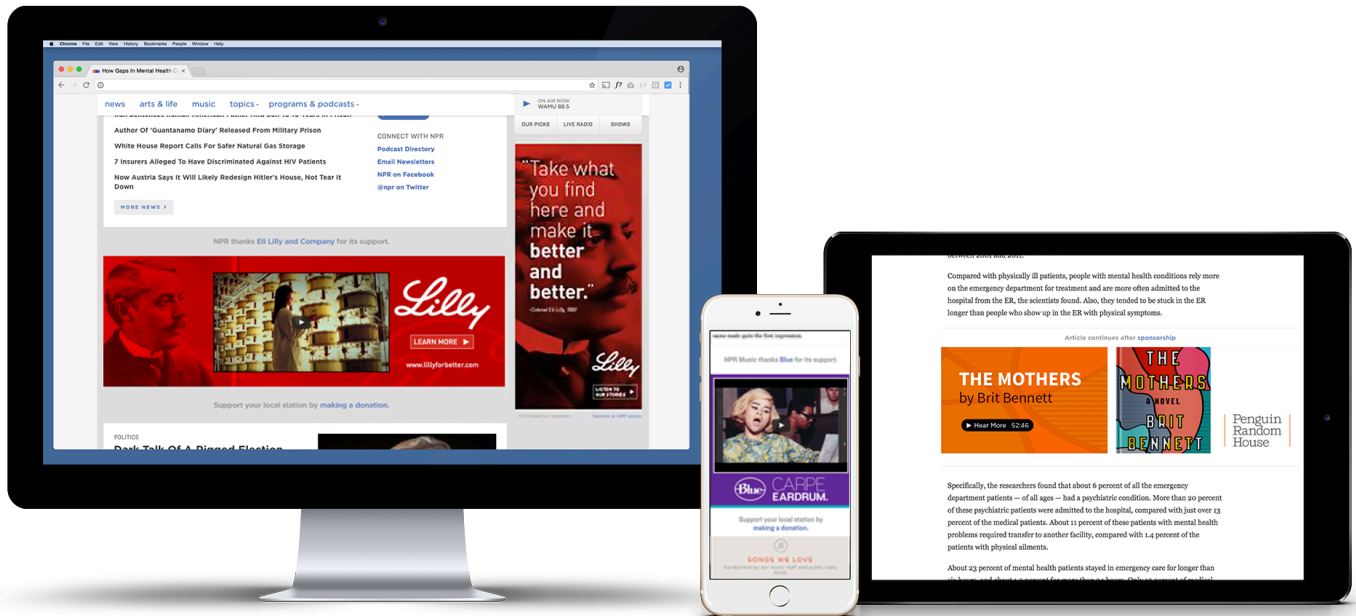




Center Stage



Desktop

Mobile

Tablet

Center Stage is a fully-customized canvas, intelligently embedded into NPR.org content to maximize engagement

Center Stage can be built for the NPR homepage, on the NPR Music homepage, or on story pages across NPR.org

Features can include, but aren't limited to:

- Click-to-play video or audio
- Image galleries
- Interactive timelines

Center Stage is served with a persistent, 100% viewable 300x600 display banner on desktop that averages performance levels 5x the industry benchmark

General Guidelines

All Center Stage units are designed by NPR

NPR reserves the right to refuse any content or tactics that:

- Feel too commercial
- Do not fit within the flow of the page or the ethos of NPR.org
- Would not be expected to perform well based on NPR's knowledge of its users

0.46%

Average CTR

11 SECS

Average in-View Time

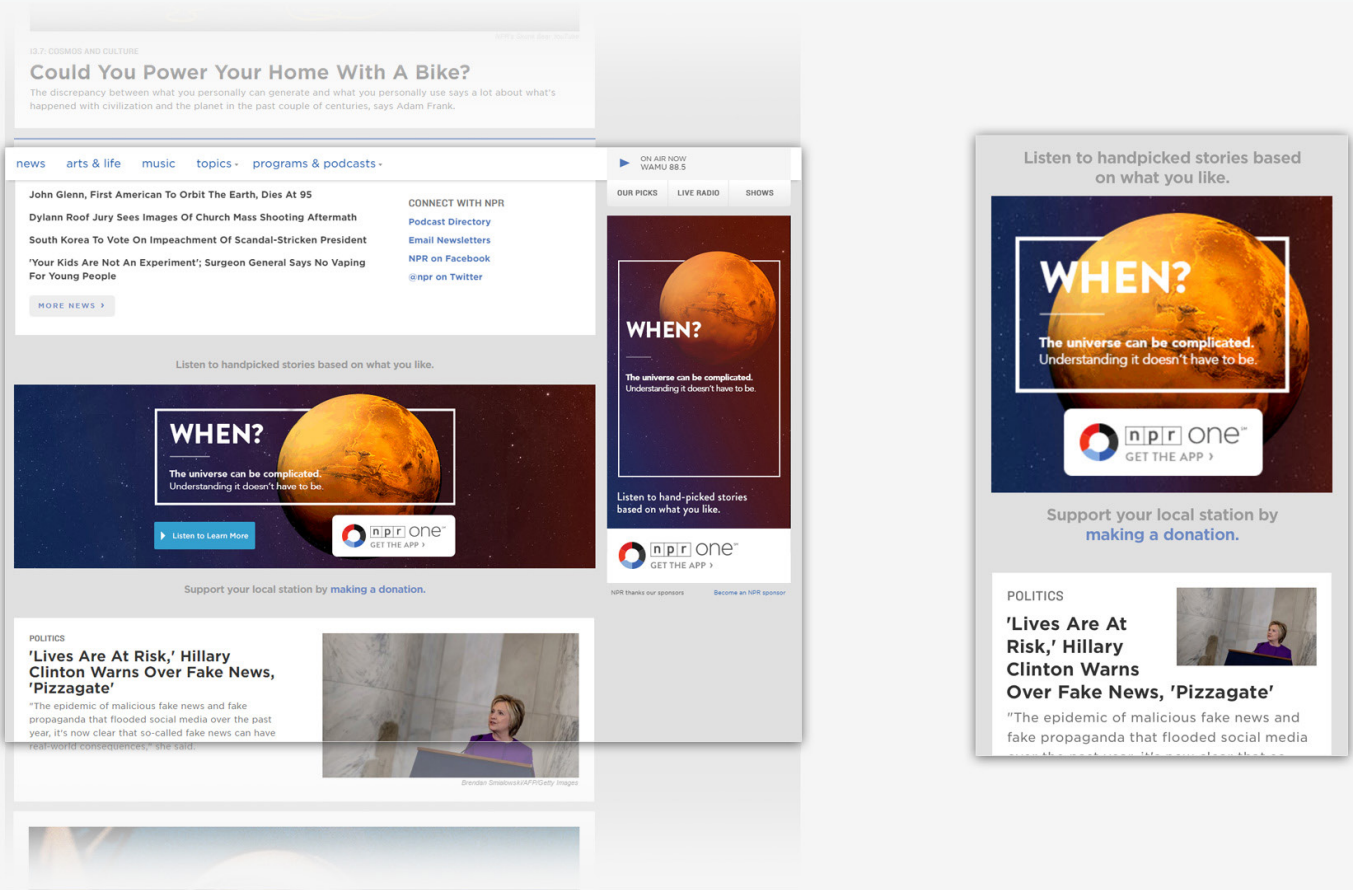
0.30%

Average 300x600 Companion CTR

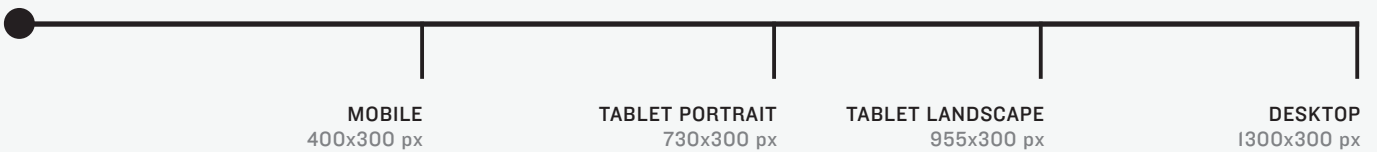
0.76%

Average Video start rate

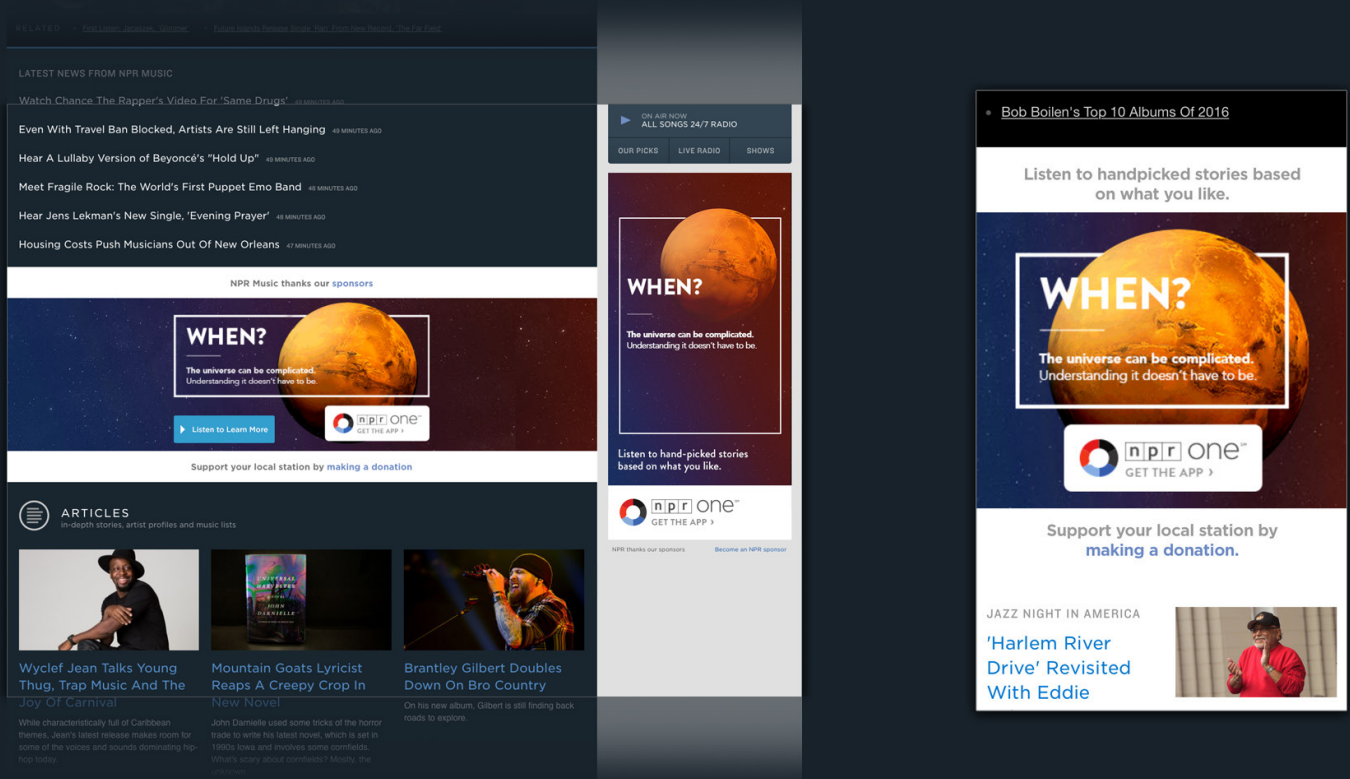
Homepage Center Stage



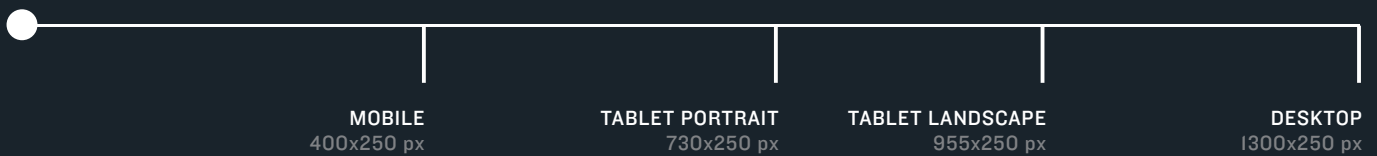
Homepage Center Stage is responsive across the following breakpoints:



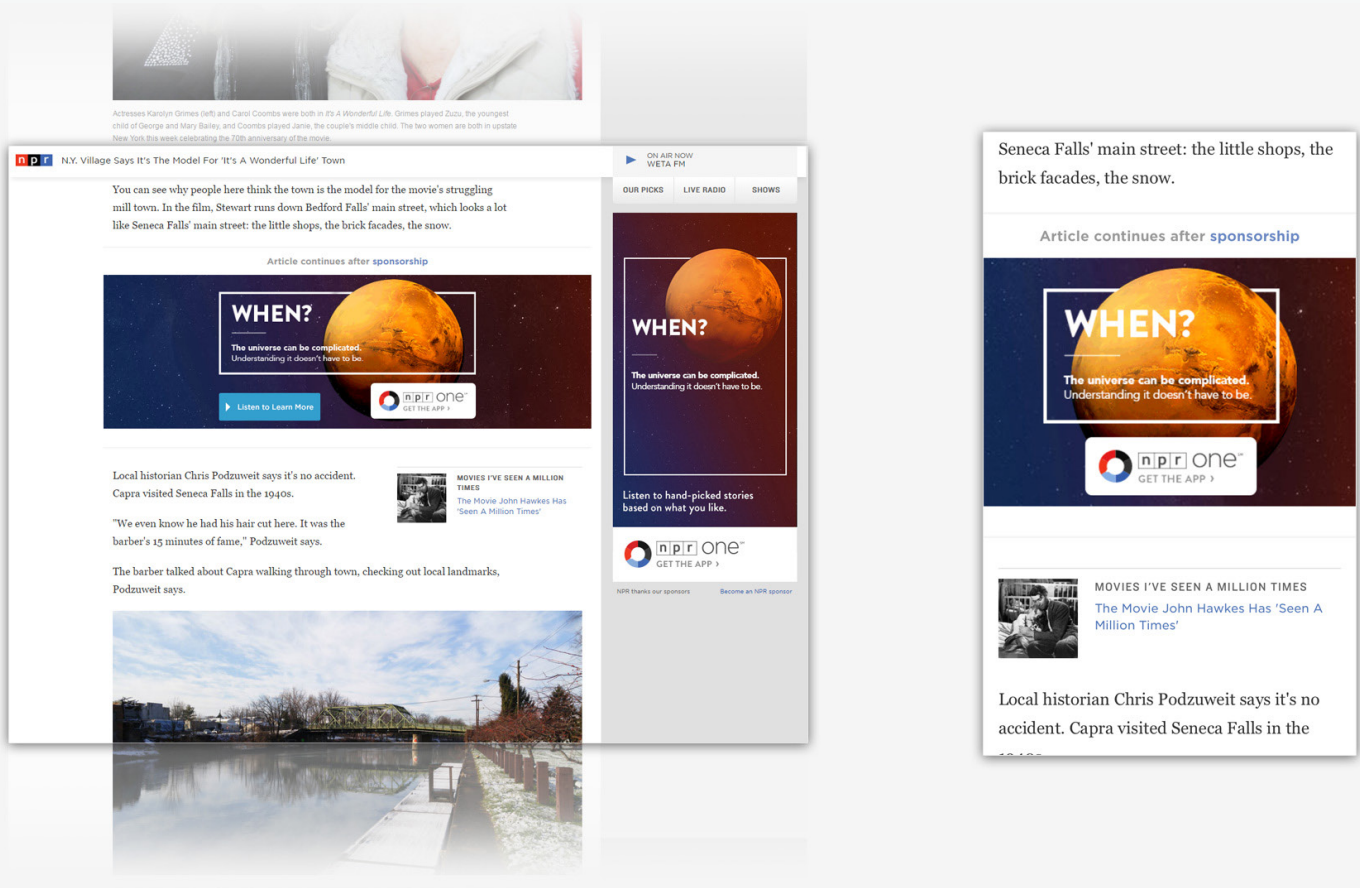
Music Center Stage



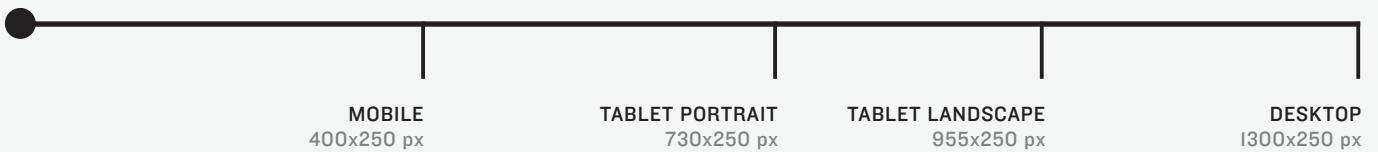
Music Center Stage is responsive across the following breakpoints:



Story Center Stage



Story Center Stage is responsive across the following breakpoints:



CENTER STAGE

Production Schedule

3 weeks before launch

● **Kick-off call**

Call agenda:

- *Team introductions*
- *Client creative ideas and concerns*
- *Review the required asset list*
- *Review production schedule*

10 business days

● **Assets sent**

8 business days

● **First draft sent**

6 business days

● **Client feedback expected**

4 business days

● **Second draft sent**

3 business days

● **Final approval requested**

2 business days

● **The Sponsorship Products Team will set up a test page**

Upon request, the Sponsorship Products Team can send the test page link to the client so they can test their tags and see the creative's placement within NPR.org content

Launch day

● **Screenshots will be sent**

Day after launch day

● **Performance metrics will be sent**

CENTER STAGE

Required Asset Specs

Editable branding imagery

- *Layered Photoshop or Illustrator files*
- *Background image provided must be at least 1300x300 px*
- *Logo(s) in vector format. If vector format is not available, a medium or large PNG of the logo with a transparent background is also acceptable*

Font file package

Tagline/branding language

- *If there are multiple lines of copy, please specify how fonts should be used and what proportions or spacing the copy should follow*

Branding guidelines/style guide, if available

Current campaign creative guidelines/examples, if available

HD video, if one will be featured

- *YouTube link, .mp4 files, or .mov files are accepted*

Tags and trackers, if available

(see below for details on accepted tags)

300x600 companion asset(s), built either by the client or the Sponsorship Products Team

- *If built by the client, the 300x600 can be sent as either as a third-party tag or an image file with click-through and impression tags*
- *If built by the Sponsorship Products Team, the client should specify which sent assets should be used for the Center Stage vs. the companion*
- *The companion can fully match the Center Stage or can be complementary, based on the assets that are sent*

CENTER STAGE

Tags and Tracker Details

SPT accepts the following types of tags or trackers for the Center Stage. All tags and trackers must be HTTPS-compliant.

- *1x1 impression tag*
- *Standard tag*
- *iFrame tag*
- *JavaScript HTML tag*
- *Click tracker*
- *Research tags of various types*

CENTER STAGE

Metrics

What we send and how to interpret:

1. Total impressions

The total number of impressions garnered, pulled from DoubleClick for Publishers

2. Viewable impressions

Total Impressions X Viewability Percentage

Note: Average Moat viewability percentage for Center Stage is 37% (as of 12/1/16)

3. Clicks

The number of clicks received, pulled from DoubleClick for Publishers

Note: If there is more than one click-through on the creative we will split the clicks to show how many each link received

4. Total CTR

The number of clicks received / the total number of impressions garnered

5. Viewable CTR

The number of clicks received / the number of viewable impressions garnered

CENTER STAGE

Metrics*continued***6. Video starts (if applicable)**

The number of times users hit Play on the video, if a video was featured, pulled from Responsive Ads

7. Total video start rate (if applicable)

The number of times users hit Play / the total number of impressions garnered

8. Viewable video start rate (if applicable)

The number of times users hit Play / the number of viewable impressions garnered

9. Video completion rate (if applicable)

The number of times users watched 100% of the video / the number of times users hit Play

10. Companion impressions

The total number of impressions garnered on the Center Stage companion unit

Note: We do not provide the viewable impressions on the companion unit because the viewability percentage is close to 100%

11. Companion CTR

The number of clicks received on the companion unit / the number of impressions garnered