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 300×600 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

npr.org/custom-products
Homepage Center Stage is responsive across the following breakpoints:

- **MOBILE**
  - 400x300 px

- **TABLET PORTRAIT**
  - 730x300 px

- **TABLET LANDSCAPE**
  - 955x300 px

- **DESKTOP**
  - 1300x300 px
Music Center Stage is responsive across the following breakpoints:

- **MOBILE**: 400x250 px
- **TABLET PORTRAIT**: 730x250 px
- **TABLET LANDSCAPE**: 955x250 px
- **DESKTOP**: 1300x250 px
Story Center Stage

Story Center Stage is responsive across the following breakpoints:

- **MOBILE**: 400x250 px
- **TABLET PORTRAIT**: 730x250 px
- **TABLET LANDSCAPE**: 955x250 px
- **DESKTOP**: 1300x250 px

Local historian Chris Podzarewitz says it's no accident. Capra visited Seneca Falls in the 1930s. He remember seeing Seneca Falls in the movie.
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
Editable branding imagery

- Layered Photoshop or Illustrator files
- Background image provided must be at least 1300×300 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 300×600 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
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

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
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