

The NPR logo consists of three lowercase letters: 'n' in a red square, 'p' in a black square, and 'r' in a blue square.

n p r

The word 'NEWS' is written in large, white, bold, sans-serif capital letters. It is positioned over a background that includes a man's profile, a vintage microphone, and a green textured rectangle.

NEWS

The words 'MUSIC AND ARTS LIFE' are written in a stylized, vertical font. 'MUSIC' is in orange, 'AND' is in white, and 'ARTS LIFE' is in white. The text is set against a background of a man's profile, a vintage microphone, and a white dove.

MUSIC AND ARTS LIFE

The text 'LIVE FROM THE POUNDSTONE INSTITUTE' is written in large, white, bold, sans-serif capital letters. It is positioned over a background that includes the Statue of Liberty and the US Capitol building.

LIVE FROM THE POUNDSTONE INSTITUTE

The text 'New Comedy Podcast from NPR' is written in white, sans-serif capital letters. It is positioned over a solid orange background.

New Comedy Podcast from NPR



LIVE FROM THE POUNDSTONE INSTITUTE

New Podcast From the Creators of *Wait Wait... Don't Tell Me!* and *Car Talk*

- Emmy-award winning stand-up comedian and author [Paula Poundstone](#) hosts *Live From The Poundstone Institute*, a weekly podcast from NPR launching July 2017
- Taped in front of a live audience, Poundstone is paired with researchers, professors, journalists and others who have drawn what they consider “definitive conclusions about something”
- Poundstone is only told the theory’s “headline version” and attempts to unpack what was discovered, poke holes in the theory and determine how – or if – it advances civilization
- 30-minute episodes released weekly* beginning July 8, 2017
- 150K downloads per episode*

Live From The Poundstone Institute Sponsorship Details

- **Podcast:** :15 pre-roll credits and two (2) :30 host-read mid-roll credits (recorded live). Host-read mid-rolls deliver your brand’s message in the program’s character and tone, resulting in a seamless listening experience
- **Digital:** Co-branded promos in NPR One and NPR Player; recognition on *Live From The Poundstone Institute* presence on NPR.org
- **Events:** Podcast episodes will be recorded in front of a studio audience at Meltdown Comics in West Hollywood, CA. Event sponsorship opportunities available (*next page*)



Host Paula Poundstone, a regular panelist on NPR’s comedy news show, *Wait Wait... Don't Tell Me!*

PREVIEW THE SHOW



LIVE EVENT ACTIVATION & EXTENSIONS

Live From The Poundstone Institute tapes its podcast in front of a live studio audience at Meltdown Comics in West Hollywood, CA. Through live event activation, sponsors can showcase their brand to a loyal, engaged audience. Event activation opportunities begin June 2017.

Recognition & Integration for Sponsor

- Live host-read mid-rolls and onstage recognition
- Co-branded event signage and collateral
- Onsite sponsor branded display
- Co-branded audience giveaway
- Ticket block for sponsor guests
- VIP pre- or post-show reception

Earned Media & Recognition in Event Promotion

- Recognition in event promotion via social, PR and digital
- Opportunity for sponsor to identify target press contacts
- Event promotion in sponsor's social channels





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

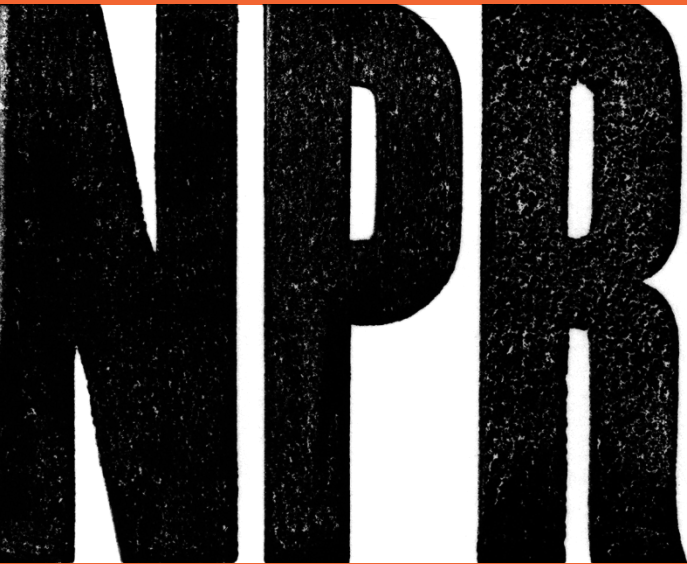
NPR.ORG

43M

Unique monthly visitors at NPR.org

73%

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



CONTACT

NPR Sponsorship
sponsorship@npr.org
202.513.2093
