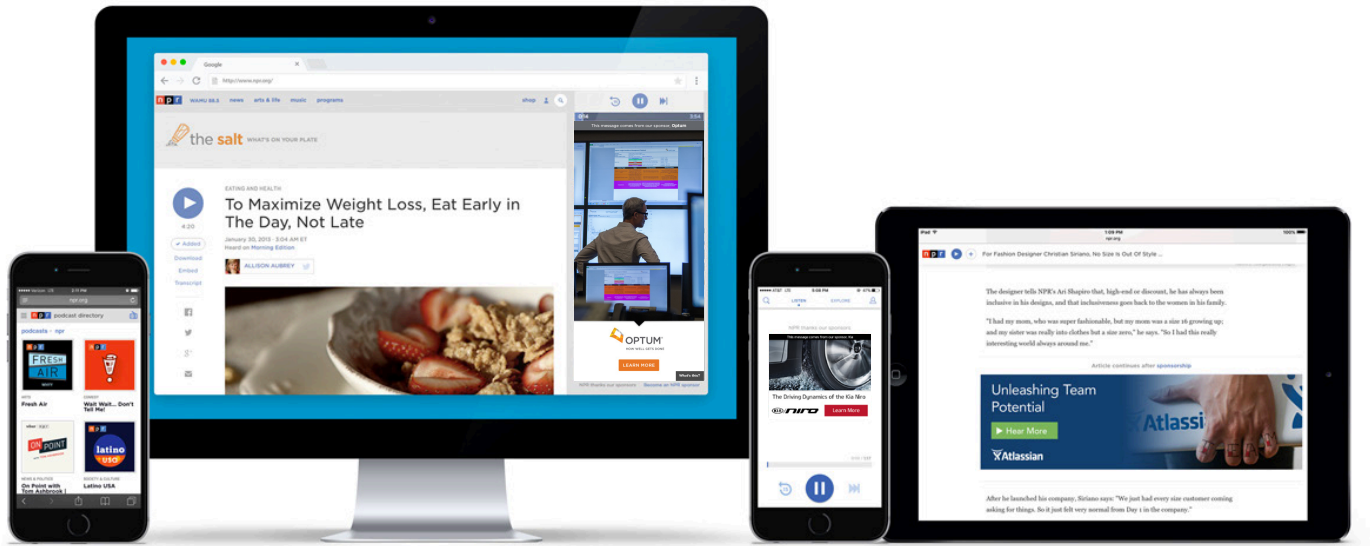




# Brand Soundscape 30, 60 & 75

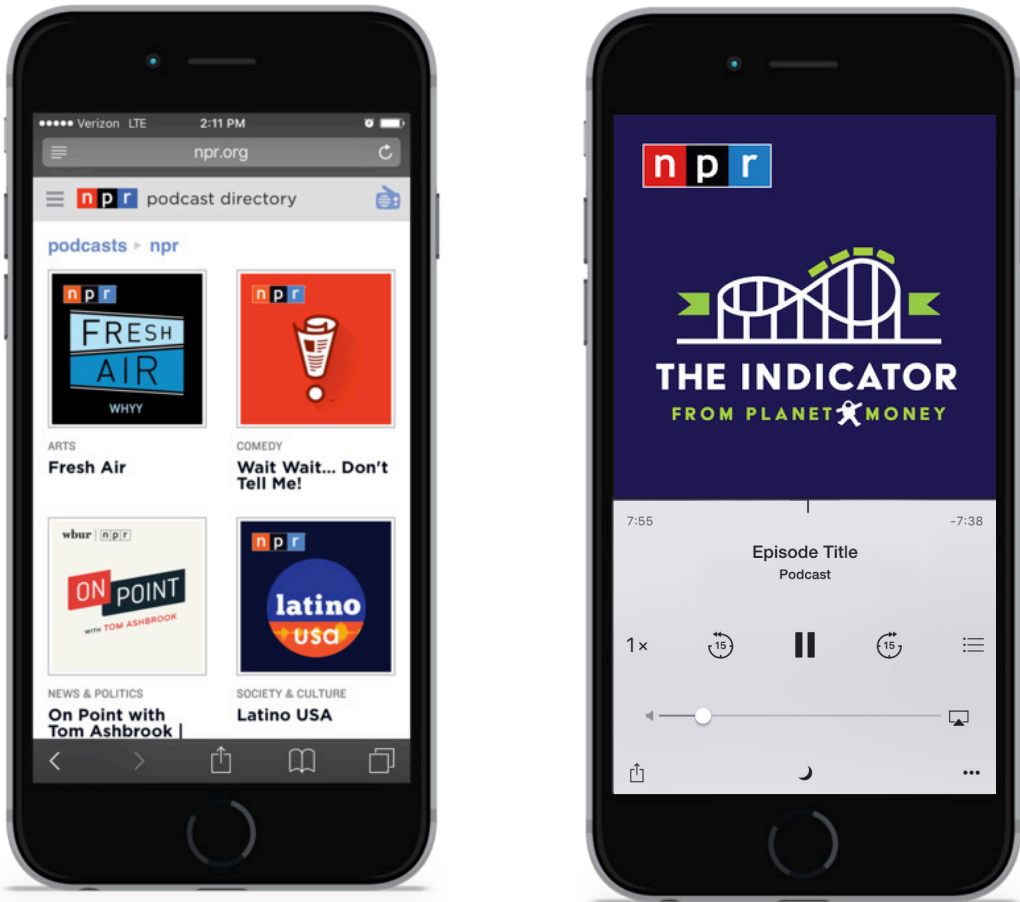


Tell your brand's story with standard 30 or 60 second mid-rolls, or expand your podcast presence to 75 seconds with National Public Media's longest podcast placement offering. To create your Soundscape 30, 60 or 75, a producer will work with you to capture your full Brand Soundscape audio on location and expertly craft it to showcase your mission, brand values or successes. Once completed, National Public Media tailors your Brand Soundscape to be shared in our standard :30 or :60 mid-roll, or to be teased in a :30 mid-roll and showcased in a special, extended :75 podcast post-roll spot.

SOUNDSCAPES 30, 60 & 75

# Podcasts

NPR podcasts have the largest audience in the industry, with 12.3 million unique monthly users.(1) Soundscape 30 and 60 can be incorporated in any :30 or :60 mid-roll placement, depending on availability. The Soundscape 75 can be incorporated into a :75 post-roll in two of our premier podcasts -- Up First, and Planet Money Indicator.



[See a demo of the Brand Soundscapes in a Podcast mid-roll.](#)

SOUNDSCAPES 30, 60 &amp; 75

# Custom Audio Production Schedule

Production for your Soundscape 30, 60 or 75 will be built into your overall Brand Soundscape production process, depending on the podcast air date. Refer to the full Brand Soundscape production schedule on page 9 of the Brand Soundscapes spec doc.

SOUNDSCAPES 30, 60 &amp; 75

## Metrics

### 1. Podcasts

Podcast downloads

SOUNDSCAPES 30, 60 &amp; 75

## Sources

(1) Source: Podtrac, July 2017