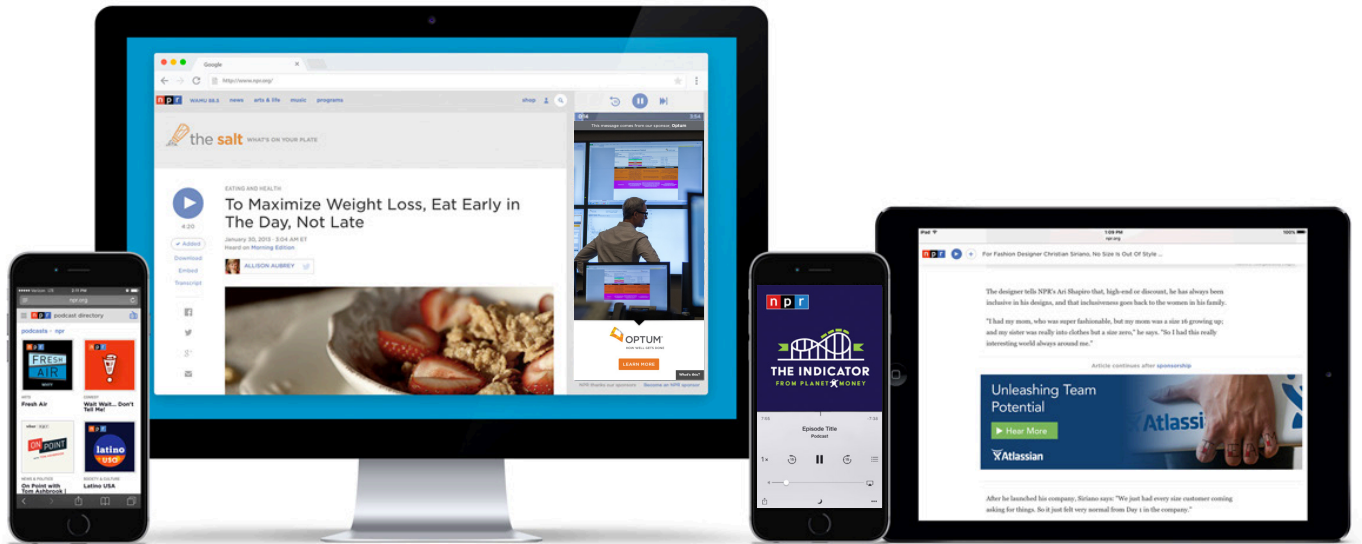




Spotlight Mid-Roll

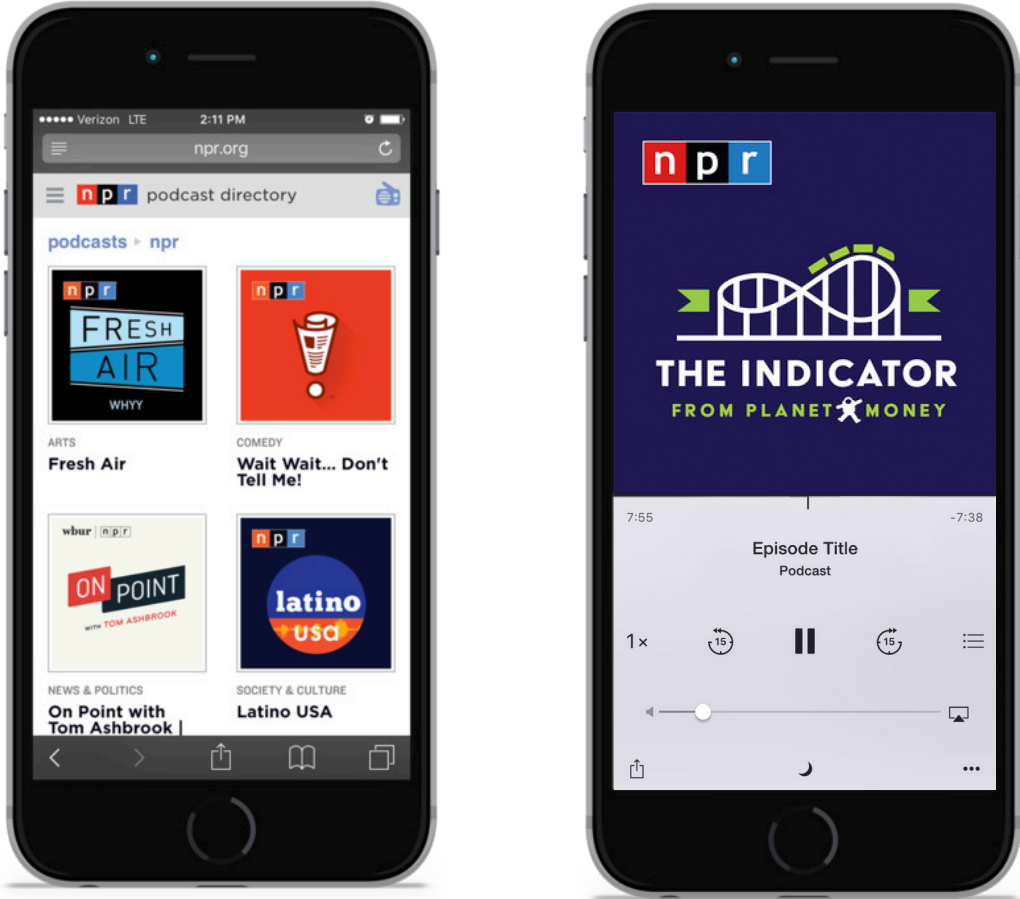


You already have a great story. National Public Media will help you tell it with top-notch audio. To create your Spotlight, a producer will work with you to remotely capture audio and expertly craft it to showcase your mission, brand values or successes. Once completed, National Public Media tailors your Spotlight to be shared in our standard :30 or :60 mid-roll.

SPOTLIGHT MID-ROLL

Podcasts

NPR podcasts have the largest audience in the industry, with 12.3 million unique monthly users.(1) Spotlights can be incorporated in any :30 or :60 mid-roll placement, depending on availability.

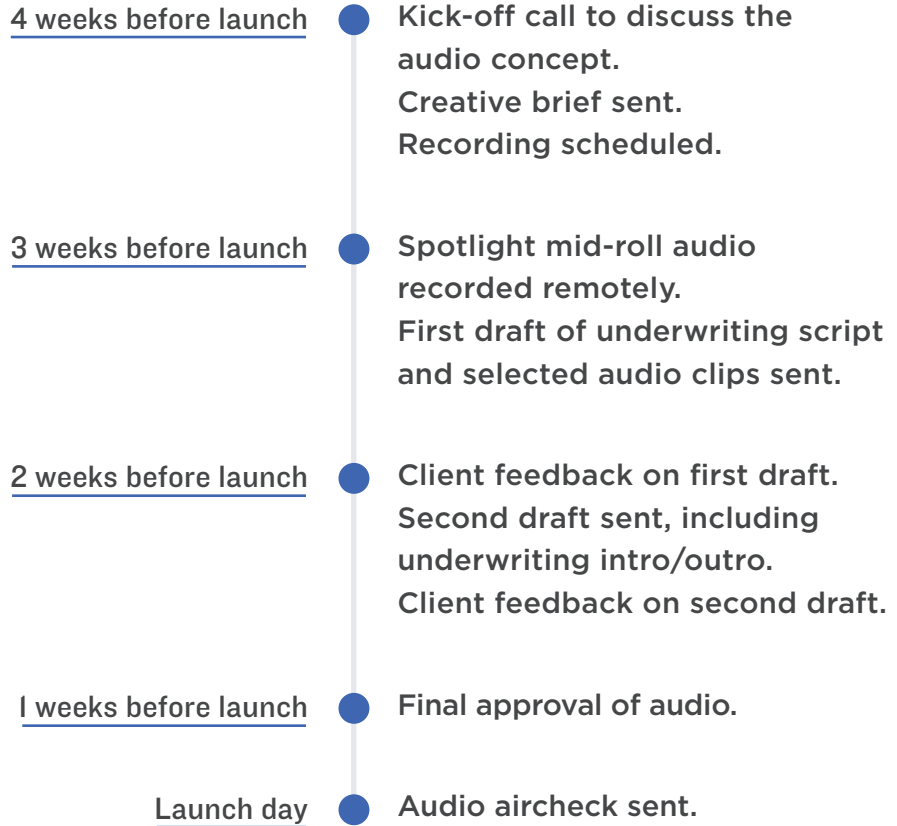


See a demo of the Brand Soundscapes in a Podcast mid-roll.

SPOTLIGHT MID-ROLL

Custom Audio Production Schedule*

*production schedule will be modified based on scheduling and client turnaround times



SPOTLIGHT MID-ROLL

Custom Audio Concept

What story does the client want to tell?

- Ex: the development of an innovative design*
- Ex: how the client has made a meaningful impact through a product or philanthropy*
- Ex: excitement about a new project on the horizon*
- Ex: an origin story*
- Ex: a passionate customer testimonial*

Who should be telling that story, and why them?

- Ex: employees or designers that work to create a brand's identity and fulfill its mission*
- Ex: an ecstatic customer with a unique perspective*
- Ex: a C-suite executive who's seen the company change over time and is excited about the future*
- Ex: a specific location or activity that speaks to the brand's identity*

SPOTLIGHT MID-ROLL

NPM Will Provide

1. Statement of work agreement
2. Audio producer
3. Creative strategy
4. Pre-interview(s) with the subject(s) of the Soundscape mid-roll
5. Interview questions
6. Mid-roll scripts based on the interview(s)
7. One round of edits to the mid-roll audio before airing
8. Delivery for podcast downloads

SPOTLIGHT MID-ROLL

Assets Required from Client

1. Brand Soundscapes creative brief
2. Signed releases for all interview subjects
3. Tagline/branding language/calls to action for audio asset
4. Permission to use all aspects of the final product
across platforms

SPOTLIGHT MID-ROLL

Metrics

1. Podcasts
Podcast downloads

SPOTLIGHT MID-ROLL

Sources

- (1) Source: Podtrac, July 2017