

NPR APP

Getting Started



The NPR App is NPR's flagship iOS app, with a focus on reading and easy access to live station streams.

Overview

High-impact visual sponsorship placements are built directly into the flow of the NPR App home screen.

- 2.3 million monthly users across iOS and Android
- 1.3 million monthly users on iOS
- Average session duration is 8.5 minutes

(Source: Google Analytics, 3-month average, Jan-Mar 2017)

Features can include, but aren't limited to:

- Image galleries
- Interactive timelines
- Brand Soundscapes custom audio

The NPR App placement is fully responsive across iOS mobile devices.

iPhone 6+ & 7+

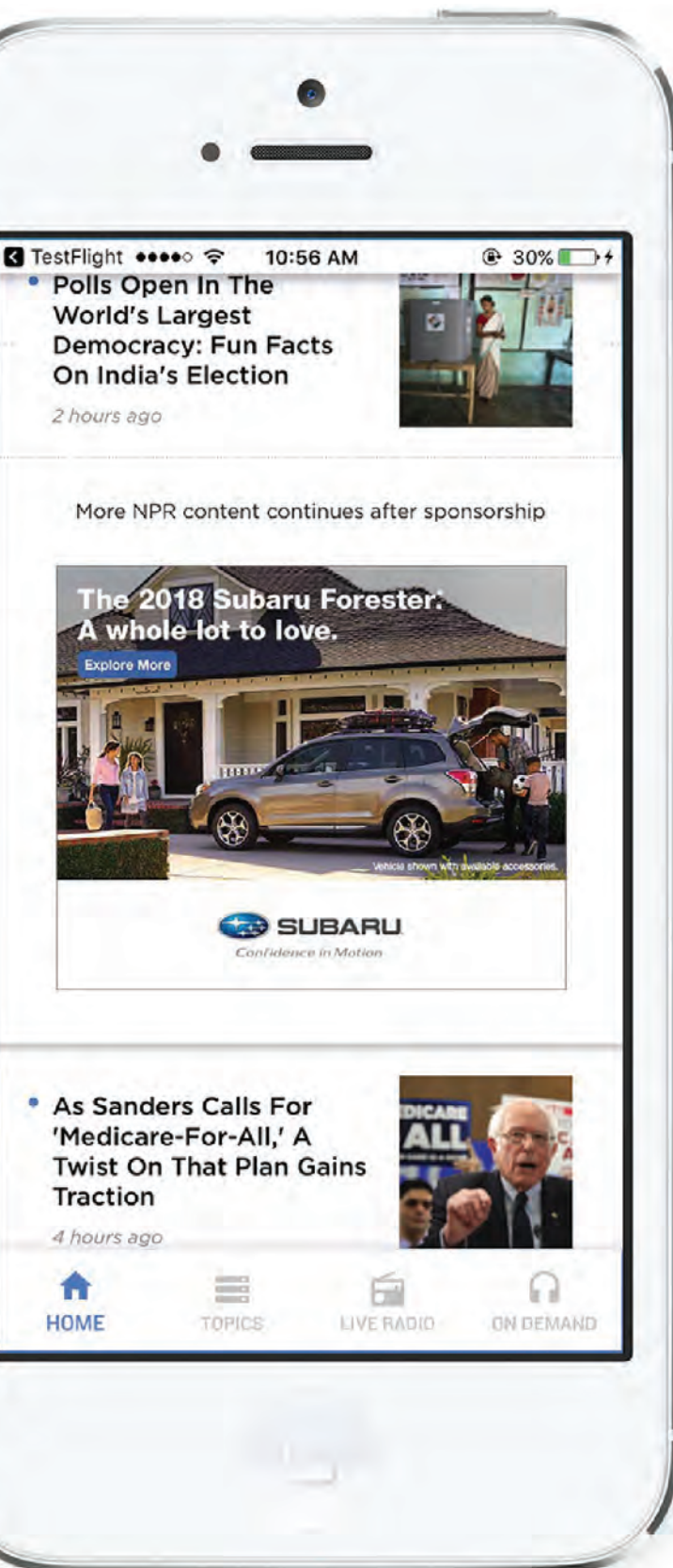
414 x 340 px

iPhone 6 & 7

375 x 340 px

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300x250 Banner



Leverage your existing brand assets with the 300x250 for the NPR App.

Assets

1. 300x250px image
2. Impression and click tag or tracker

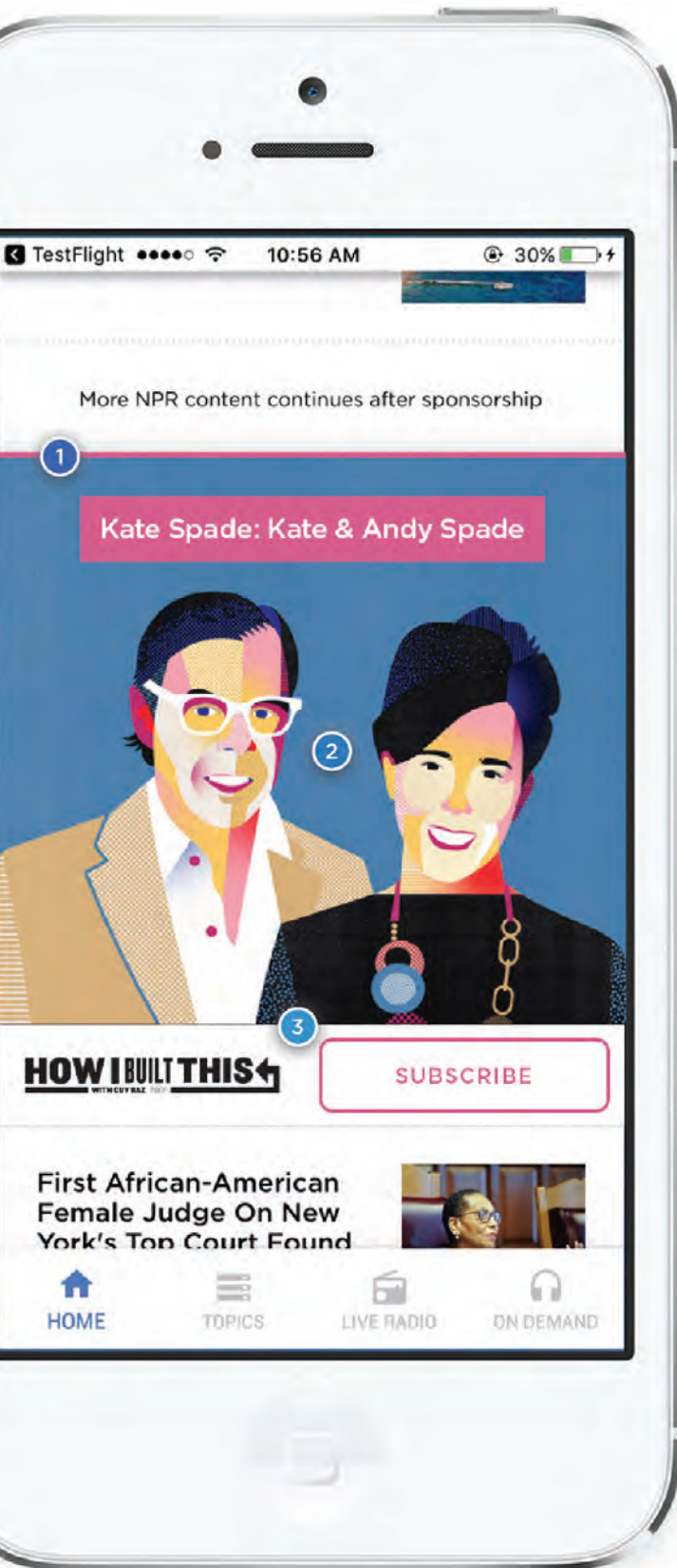
Metrics

- Impressions
- Taps and TTR

NPR APP

Display

Showcase your branding imagery with a clear call to action



Example Key:

- 1 Brand color top bar
- 2 Display image
- 3 Logo & Call-to-Action

Assets

1. Branding image of at least 414x340px, with all necessary imagery/information falling within 320x340px
2. Sponsor Logo: Large JPG w/ white background or PNG w/ transparent background
3. Font file package
4. Call-to-Action language containing a maximum of 12 characters. Examples: "Learn More" or "Subscribe"
5. Desired color hex code
6. Impression and click tag or tracker

Metrics

- Impressions
- Taps and TTR

NPR APP

Gallery



Showcase your brand's versatility with multiple images.

Example Key:

- 1 Brand color top bar
- 2 Gallery Image
(each image in the gallery supports a unique tap through url)
- 3 Gallery progress indicator
- 4 Logo & Call-to-Action

Assets

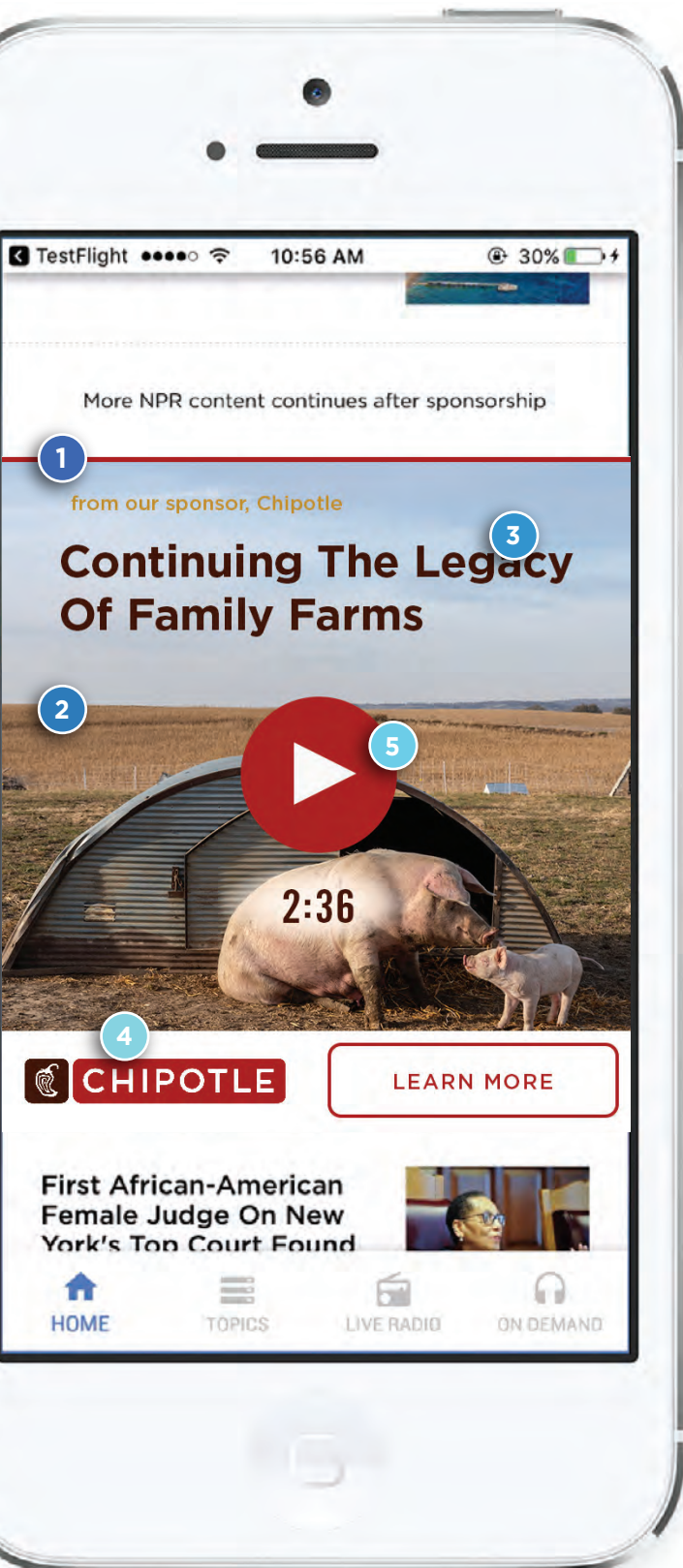
1. Up to 4 branding images of at least 414x340px, with all necessary imagery/information falling within 320x340px
2. Sponsor Logo: Large JPG w/ white background or PNG w/ transparent background
3. Font file package
4. Call-to-Action language containing a maximum of 12 characters. Examples: "Learn More" or "Subscribe"
5. Desired color hex code
6. Impression and click tag or tracker
7. Click tags for each of the gallery images

Metrics

- Impressions
- Taps and TTR
(can be broken out by gallery image)

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Brand Soundscapes



Tell your brand's story with a custom audio story, produced for you by National Public Media.

Example Key:

- 1 Brand color top bar
- 2 Display image
- 3 Soundscape title
- 4 Audio toggle button
- 5 Logo & Call-to-Action

Assets

1. Custom audio concept, to be produced by National Public Media (ask your account representative for details)
2. Branding image of at least 414x340px, with all necessary imagery/information falling within 320x340px
3. Sponsor Logo: Large JPG w/ white background or PNG w/ transparent background
4. Font file package
5. Call-to-Action language containing a maximum of 12 characters. Examples: "Learn More" or "Subscribe"
6. Desired color hex code
7. Impression and click tag or tracker

Metrics

- Impressions
- Taps and TTR
- Audio starts
- Audio start rate
- Audio completion rate

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Image SafeZones

Keep in mind that assets will appear trimmed on phones with smaller screens.



iPhone 6+ & 7+
414 pixels width



iPhone 6 & 7
375 pixels width



iPhone 5
320 pixels width