



national public media



NPR Programmatic Media Kit



We're part of people's lives.

NPR reaches **48M people's lives each week**, and counting. In a landscape with more media choices than ever, more and more are seeking out NPR across platforms.

NPR is more than part of people's media routine, it impacts their routines. It informs their understanding of the world, how they spend their time and money, and their opinion of brands that support its work.

Source: Internal estimate based on Nielsen Audio, Google Analytics, Comscore, and NPR podcast reporting. May-June 2022.



Trusted, loved and brand safe.

NPR ranks #1 out of 17 news brands for **trustworthiness, high-quality, and “makes my life better.”**

E-Poll research, E-Score Brand, April 2022

One of the most **trusted and reliable brand partners** among agency & brand marketing executives.

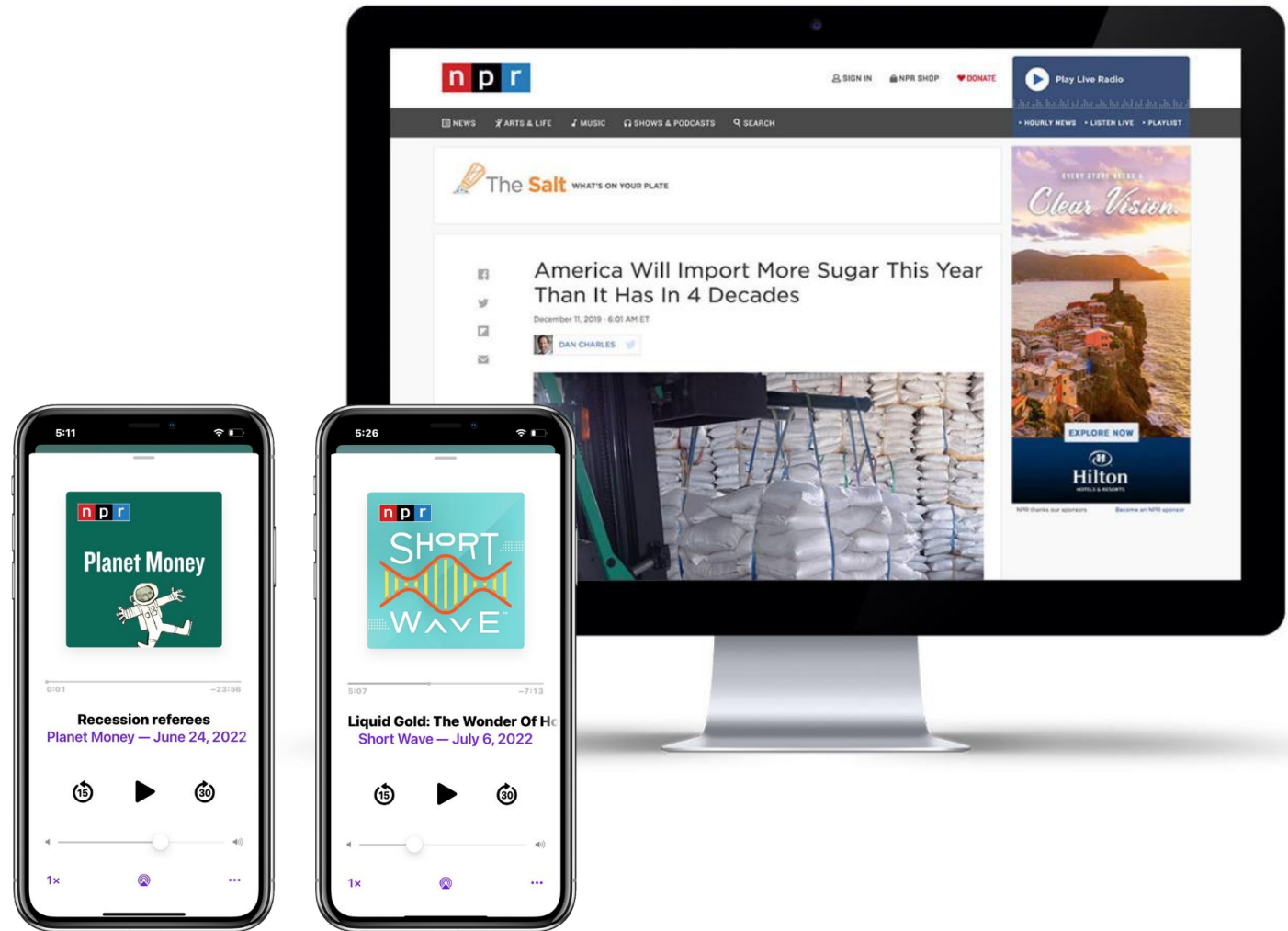
The Myers Report 2021

Rated **the most relevant news media organization** of 2022.

The 2022 Prophet Brand Relevance Index©

Share your brand programmatically across all NPR content.

Connect with both audio and digital audiences with NPR programmatic buying, and choose from our wide array of podcast titles and display options to build your own ideal campaign.



Reach your target audience with NPR.

Young. Affluent. Educated. And receptive to sponsors that support NPR.

Podcast:



\$91k

median household income¹



40%

of listeners are age 18-34¹



62%

more likely to have completed a college degree²

Digital:

\$108k

median household income³

53%

of visitors are age 25-54⁴

60%

of listeners have completed a college degree³

Public Media Trust



47%

agree “the businesses I hear in sponsorship announcements on NPR podcasts are more credible than those I hear advertising elsewhere”



78%

have taken action in response to an NPR podcast sponsor message



72%

agree “my opinion of a business is more positive when I find out it supports NPR”



Source: NPR State of Sponsorship Survey 2022

Tailored strategy for any needs.

As a strategic partner, National Public Media will work with you to set up a programmatic deal that's right for your brand.

"I am interested in custom sponsorship or takeover opportunities"

"I have a budget under \$25k"

"I want to target using NPR IP Data"

"I have a large budget and want to target specific audiences at scale"

"I am new to programmatic"

"I need maximum flexibility and reach"

Choice & control across marketplaces.

	Programmatic Guaranteed	Private Marketplace	Self-Serve (BSA)	Open Auction
Inventory	Guaranteed	Non-Guaranteed	Guaranteed	Non-Guaranteed
CPM	Fixed	Custom	Fixed	Floor
Data Capabilities	1st Party & Syndicated Data	1st Party, Syndicated, & DSP Buy-Side Data	N/A	DSP Buy-Side Data
Content	Audio & Display	Audio & Display	Display	Display

Audience Data

NPR helps brands navigate a complex landscape.

Users are demanding more control of their data.

Third party targeting is dependent on identifiers to which marketers are losing access.

And there has traditionally been little transparency in how user data is collected, segmented, and reported.

NPR can offer 1st party and non-cookie-based solutions to reach the right audiences, with user trust at the center of our strategy.



Predictive Audiences

Reach your target audience without third party cookies

With industry leading technology from Adswizz and Comscore, NPR can target the content with which your audience most aligns, for more effective campaigns without relying on cookie data.



300+

available segments



Informed by

3MM+

Comscore panelists



Source: Adswizz Press Release, July 19, 2022, Future-Proofing Podcast Campaigns with Predictive Audiences

NATIONALPUBLICMEDIA.COM

1st Party Data on NPR.org

Target NPR.org users with NPR-owned data

As access to 3rd party data diminishes, NPR continues to build its 1st party capabilities, to improve performance for brands through a variety of segments.

Reach target audiences at first impression and opt for quality, privacy compliant data with 1st party targeting on NPR.org.



40+

available segments
and growing



50MM

NPR.org monthly users



PROGRAMMATIC

A podcast for everyone.

5

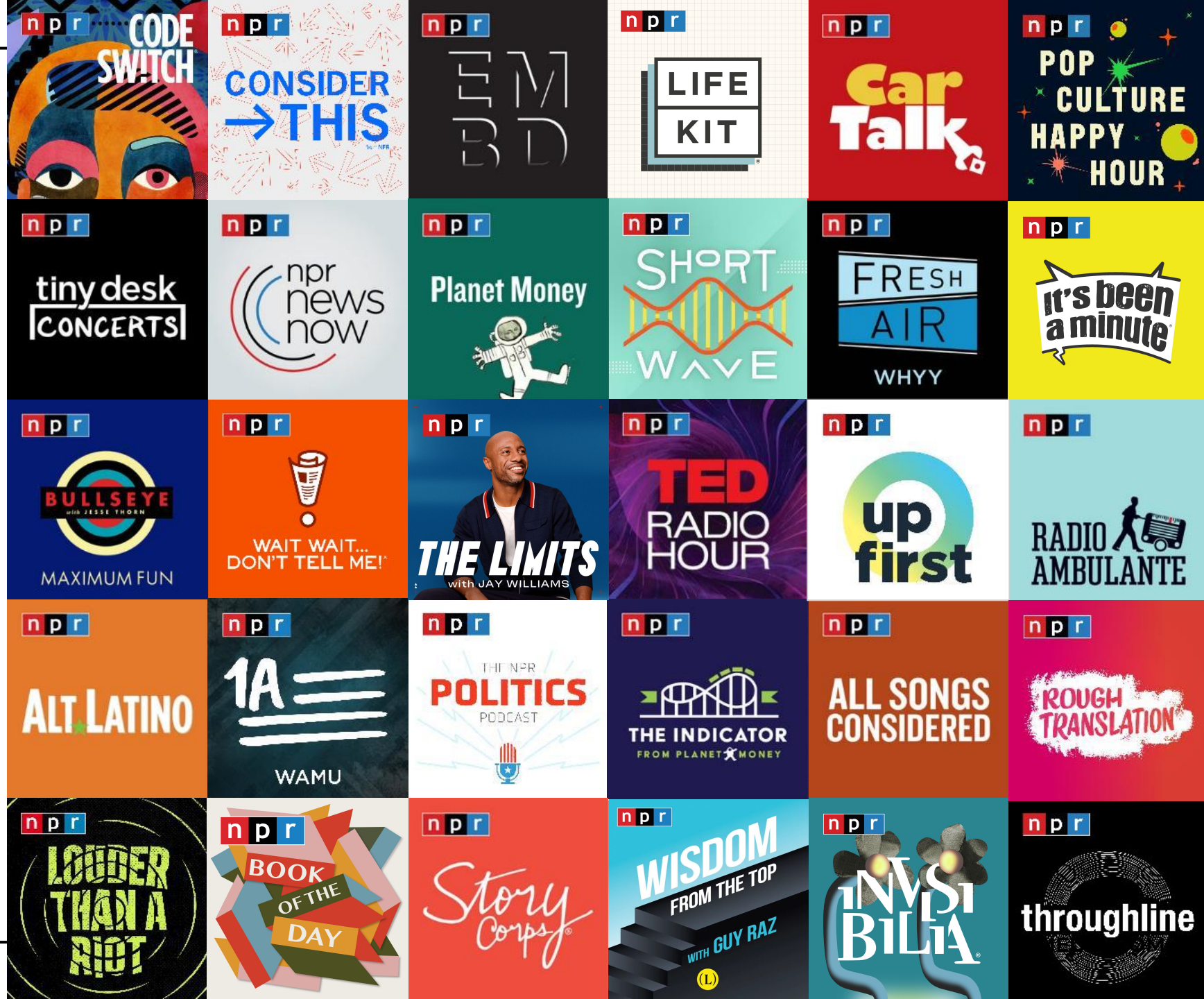
of the top 20 podcasts

17M

monthly podcast users

40+

active shows



Programmatic Audio

Run of NPR's podcast network includes 40+ unique programs, including nation-wide favorites like *Consider This*, *Fresh Air*, *Planet Money*, and many more. Audio offerings on the NPR website, apps, and external platforms are available programmatically through private auction or programmatic guaranteed buys. Align your brand with NPR's trusted and valued programming today.

Highlights:

0.82%

conversion rate¹

1.0%

pre-roll
conversion rate¹

Top 5 Categories According to Conversion Rate:



Education: **4%**



Travel & Tourism: **1.3%**



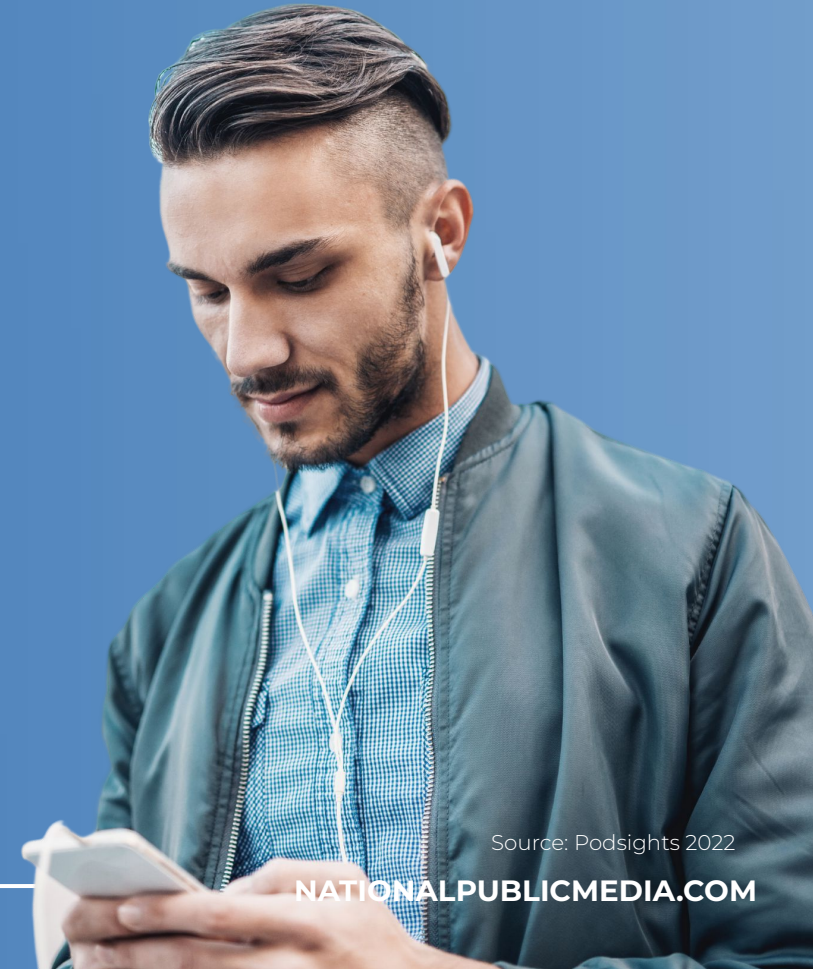
Alcoholic Beverages: **1.2%**



Fashion: **1.1%**



Automotive: **1%**



Audio: How To Buy

Deal Options:

- Programmatic Guaranteed
- Private Auction (PMP)

SSP: AudioMax

Deal Workflow:

- Buyer fills out [Deal Request Form](#), including proposed copy
- NPR submits copy for approvals and recording
- If PG, NPR submits request to planning team for inventory checks
- NPR provides proposed deal + deal IDs within 2 business days for PMP, 3 business days for PG

Compatible DSPs:

Many options available. Confirm access with your DSP.

Available Platforms:

Ads travel wherever NPR podcasts can be found, from the NPR app to Apple Podcasts and beyond.

Available Inventory:

- :15s Pre-roll, Midroll, Post-roll
- :30s Midroll
 - Host-read option available on applicable podcasts

Audio Capabilities

Targeting Options:

- Content via Podscribe
- Podcast Content Bundles
- Demographic
- Device
- Geos
- Genre
- 3rd Party Audience Targeting - Behavioral
 - Data partners: Lotame, Sonar, LiveRamp, Exelate, MaxMind, Statiq, TailTarget

Popular Bundles:

- Run of Network
- Run of Business & Innovation
- Run of Arts & Life
- Run of Music
- Run of Science & Wellness
- Run of News
- Options to create custom show bundles

Available Genres:

- | | | |
|--------------------|---------------------------|---------------------|
| ● Arts | ● History | ● Science |
| ● Business | ● Kids & Family | ● Society & Culture |
| ● Comedy | ● Leisure | ● Technology |
| ● Education | ● Music | ● True Crime |
| ● Government | ● News | ● TV & Film |
| ● Health & Fitness | ● Religion & Spirituality | |

Attribution:

- Available for **Programmatic Guaranteed only**.
- **Podsights:** live dashboard provides household attribution metrics by integrating NPR podcast download data with a pixel placed on a client's site.

Audio Creative

All NPR Programmatic audio ads are recorded in house at no extra cost. Read by trusted NPR voices.

NPR sponsor messages are distinctly different from the cluttered and chaotic world of commercial advertising. NPR sponsor messages do not shout at consumers or mislead them into action. They are not loaded with claims that can't be proved. The best sponsorships are smart, compelling statements that respect and inform the NPR audience.

Copy Process:

- Buyer fills out [Deal Request Form](#)
- NPR Submits copy for internal review
 - See [Copy Guidelines](#)
- NPR either sends suggested revisions, or, if approved, submits copy for recording
- Copy recorded by NPR
- NPR emails audio file to buyer to upload into their DSP

Average Turnaround After Script Approval:

- Standard VO: 2 business days
- Host Reads: 10 business days

Audio Creative Specs:

- Client-hosted only
- Accepted formats: .mp3, .aac, .ogg or .wav
- Max file size 20MB + a bitrate of min. 196kbs

A user-centered approach to display.

NPR has always prioritized user experience on digital platforms. And that includes a thoughtful approach to integrating sponsors.

Native. Transparent. Never disruptive. NPR.org offers a range of sponsor formats that fit the design and experience of the NPR environment.

It's an approach that delivers results. The standards that guide NPR digital sponsorship drive stand-out performance for brands in terms of viewability, time in view, CTR and interaction.

SHOTS - HEALTH NEWS

The U.S. diet is deadly. Here are 7 ideas to get Americans eating healthier

The way many Americans eat is fueling chronic disease. Here are seven big ideas from the White House's upcoming nutrition conference for how to improve Americans' diets.



LAW

Justice Department filing on Mar-a-Lago documents puts Trump's lawyers in focus



NATIONAL

A plaque with the words 'Ku Klux Klan' still hangs on a building at West Point

3:18

npr.org

n p r **WBEZ**
CHICAGO

SHOTS - HEALTH NEWS

The U.S. diet is deadly. Here are 7 ideas to get Americans eating healthier

The way many Americans eat is fueling chronic disease. Here are seven big ideas from the White House's upcoming nutrition conference for how to improve Americans' diets.

LAW

Justice Department filing on Mar-a-Lago documents puts Trump's lawyers in focus

EDUCATION

A Texas school board rejects 'In

WBEZ
On Air Now

Programmatic Display

NPR's display offerings on the NPR website, apps, and external platforms are available programmatically through private auction, preferred deals, or programmatic guaranteed buys. Showcase your brand in consistently uncluttered, trusted environments featuring best-in-class viewability and expansive reach.

Highlights:

147M

monthly pageviews¹

75%

viewability²

248M

monthly impressions²

58.7M

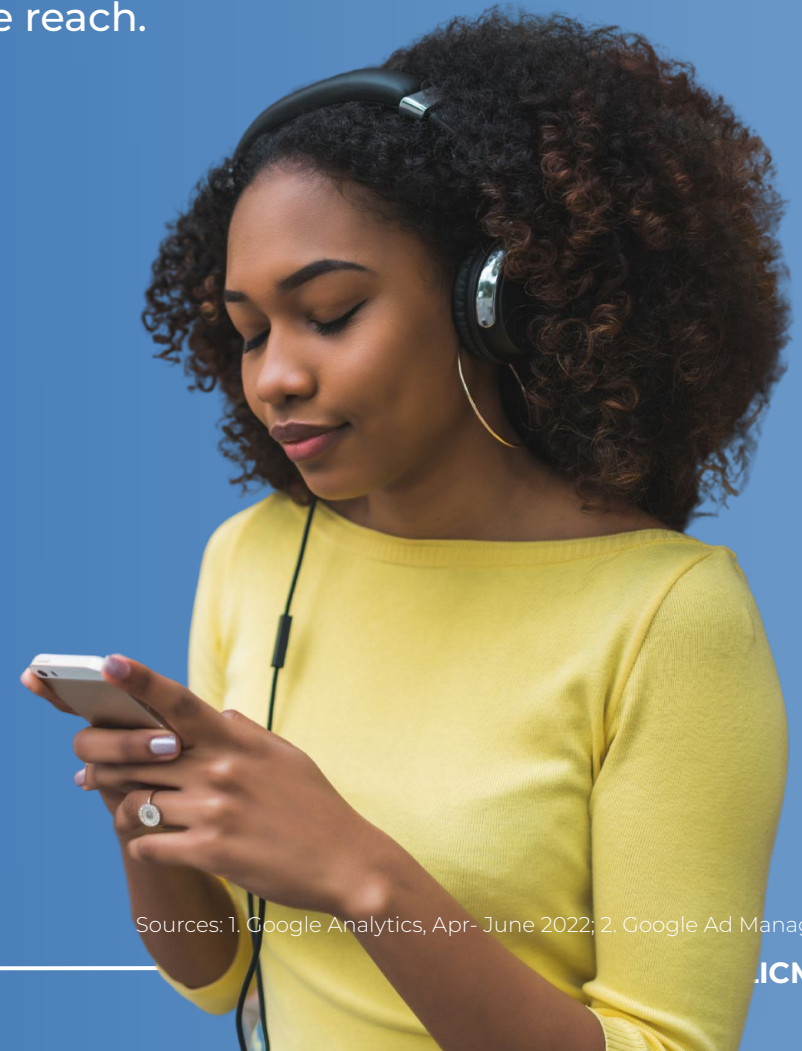
monthly uniques¹

93%

video view rate²

0.27%

CTR²



Sources: 1. Google Analytics, Apr- June 2022; 2. Google Ad Manager, June 2022;

Display: How To Buy

Deal Options:

- Programmatic Guaranteed
- Private Auction (PMP)
- Preferred Deal (PD)

SSPs:

- Google AdExchange (AdX)
- Pubmatic
- Index Exchange

Deal Workflow:

- Buyer fills out [Deal Request Form](#)
- If PG or PD, NPR to run inventory checks and send proposal to buyer within 2 business days
- If PMP, NPR to send through deal info within 2 business days

Compatible DSPs:

Many options available. Confirm access with your DSP.

Available Inventory:

- Web Display:
 - Desktop 300×600 | 300×250 | 728×90 | 970×250
 - Mobile 300×250 | 728×90
- In-App:
 - 300×250
- Video:
 - NPR.org :15 or :30 Video Pre-Roll (400x300v Video/VAST)

Available Platforms:

- NPR.org
- NPR News App
- NPR One App
- NPR Feeds of Google/Apple News

Display Creative & Capabilities

Targeting Options:

- Demographic
- Device
- Geos
- Genre
- 3rd Party Audience Targeting - Behavioral (**PG or PD only**)
 - Data partners: Lotame, Sonar, LiveRamp, Exelate, MaxMind, Statiq, TailTarget

Serving Options:

- Publisher Managed
- Client Hosted / 3P Tags
- HTML 5 banner of maximum 150kB file size with approval

Popular Bundles:

- Run of Network
- Run of Industry
- Run of Arts & Culture
- Run of Education
- Run of News
- Run of Music (PG or PD only)
- Options to create custom show bundles

Creative Requirements:

- HTTPS compliant
- Banner must have border
- Audio/video features must be user-initiated

Available Genres:

- News
- Politics
- Business
- Science
- Technology
- Education
- Culture
- Health
- Books
- Food
- Music (PG or PD Only)
- Sports

Appendix

Programmatic Waterfall

1. Direct Buys
2. Programmatic Guaranteed
3. Preferred Deals
4. Private Auction (PMPs)
5. Open Auction



Choice & control across marketplaces.

Display:

Deal Type	Open Auction	Private Auction (PMP)	Preferred (PD)	Programmatic Guaranteed (PG)	<u>Self Service (BSA)</u>
Guaranteed	Non-Guaranteed	Non-Guaranteed	Non-Guaranteed	Guaranteed Volume	Guaranteed Volume
Pricing	Price Floor	Price Floor	Fixed Price	Fixed Price	Fixed Price
Spend Minimums	No Minimums	No Minimums	No Minimums	No Minimums	No Minimums
Targeting Capabilities	DSP Buy Side Data	DSP Buy Side Data Geographic Device	Behavioral via 3rd Party Data Partners Demographic Geographic Device	Behavioral via 3rd Party Data Partners OR Client-Provided 1P Data Demographic Geographic Device	Geographic Device
Custom Opportunities	N/A	N/A	Takeovers/Roadblocks Center Stages	Takeovers/Roadblocks Center Stages	N/A

Choice & control across marketplaces.

Podcast:

Deal Type	Private Auction (PMP)	Programmatic Guaranteed (PG)
Guaranteed	Non-Guaranteed	Guaranteed Volume
Pricing	Price Floor	Fixed Price
Spend Minimums	\$5k	\$20k
Targeting Capabilities	Behavioral via 3rd Party Data Partners Persona Predictive Audiences Demographic Geographic Device	Behavioral via 3rd Party Data Partners OR Client-Provided 1P Data Persona Predictive Audiences Demographic Geographic Device
Custom Opportunities	N/A	Soundscapes (:30/:60) Product Inspiration Midrolls (:30/:60)
Attribution & Measurement	N/A	Podsights Barometric Veritonic Lucid

Contact us.

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