THE BEST OF CAR TALK® FROM NPR

The “Funny Bone” of NPR

- **Car Talk** is a hilarious, fast-paced, call-in program in which hosts Tom and Ray Magliozzi, known as "Click and Clack," take the fear out of car repair and find fun in engine failure.

- The Peabody Award-winning program is carried on 663 public radio stations, reaching 2.8 million listeners each week.

- CarTalk.com has emerged as an online destination and has been named:
  - “Pick of the Day” - *Los Angeles Times*
  - “Site of the Day” - *The New York Times*
  - “One of the top 8 websites on the Internet” - *USA Today*

Hosts Tom and Ray Magliozzi

602,400 Facebook fans can’t be wrong!

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REVVING UP SPONSORSHIP

On Air and Online Opportunities

The Best of Car Talk on air
- Prominent presence on *The Best of Car Talk*, reaching 2.8 million listeners weekly
- Opportunity for clever, contextual sponsor messaging
- Up to :15 sponsorship announcements

The Best of CarTalk.com
- CarTalk.com features program audio, car reports, driving tips, and interactive tools
- 300x250 and 728x90 units above the fold
- *Car Talk* player is the gateway to every *Car Talk* audio stream
- 300x250 visual launches with :10 sponsorship audio message, segues to content

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Source: ACT1/Nielsen Audio, Spring 2015 © 2015 The Nielsen Company. May not be quoted or reproduced without the prior written permission of Nielsen.
NOW THE GARAGE GOES WHEREVER YOU GO

Sponsorship Extensions

Car Talk newsletters
- Two (2) program newsletters keep Car Talk fans up to date:
  - *The Time Kill Weekly* – entertaining updates and behind-the-scenes news from Car Talk
  - *The Puzzler* – Car Talk fans can sharpen their wits with a new brainteaser sent every Monday morning
- Combined distribution of more than 110K verified email addresses
- Prominently displayed 468x60 banner

Car Talk podcasts
- The program podcast is consistently ranked in the Top 30 in iTunes
- Sponsorship opportunities include up to :15 pre-roll and :30 mid-roll
- Mid-roll can be read by host Ray Magliozzi, incorporating the playful spirit of the program

Sources: newsletter subscribers as of October 2013.
CARTALK.COM: AUDIENCE PROFILE

CarTalk.com users are:

- 69% male
- 31% female

40% of Car Talk podcast listeners are under 35*

CARTALK.COM: AUDIENCE PROFILE

40% of CarTalk.com users have a college degree or higher

EDUCATED
College degree or higher

SAVvy
Give or seek how-to advice (past 30 days)

Source: Nielsen Online @Plan Q1 2014
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LET’S PAUSE FOR A MOMENT OF SHAMELESS PROMOTION

A few listener comments selected from the thousands received each year:

“I don’t know anything about cars...But I LOVE to listen to you guys. It’s the best comedy hour on radio or TV for that matter. I find myself laughing out loud as I drive around listening. Your laughter is infectious. I LOVE you guys.”
– Car Talk listener

“Thank you both for making us laugh. My husband Don & I listen to you every Saturday morning. We get our breakfast sandwich, coffee and Danish and head down to the beach and sit in the car eating our breakfast and laughing. In today’s world with all the problems and health issues, it is sure nice to escape for an hour.” – Car Talk listener

“Car Talk is the doctor’s office everybody wants to go to when your bumper’s hanging a little low and your tires feel a little bloated, and everybody comes out happy and satisfied. From Army, Air Force, Navy and Marines (and Coast Guard), we extend our appreciation to you and we thank Armed Forces Radio and Television Service for sending your airwaves around the globe to all who wear the uniform. We sincerely thank you.” – Car Talk listener
CONTACT
NPR Sponsorship
sponsorship@npr.org
202.513.2093