“Budget lost from fraudulent online ads is expected to reach $10.9 billion by 2021. The industry must be on call.”

– Forbes, March 2018

62% of consumers agree there is so much random content on social media, they can’t tell whether an article is real or not.

81% of consumers trust direct sites/apps for their information – 20% more than social media.

Source: DCN Research with Frank N. Magid Associates, Inc: Trust as a Proxy for Brand Value, 2017
NPR offers trust and brand safety.

As consumers and brands become more discerning about their media choices, they are increasingly turning to premium publishers like NPR.

NPR delivers fact-based reporting, platforms optimized for the user, and a trusted platform for brands to share their message.

NPR named one of the “25 Brands That Matter Now” by Fast Company
A user-centered approach.

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. And, users are more likely to feel positively about and do business with NPR sponsors.

88.2% in-view rate on NPR.org

0.32% CTR on custom Center Stage creative (viewable impressions)

53.5% completion rate in NPR Player for click-to-play custom audio
Influential and digitally-savvy.

38.8M users turn to NPR.org each month – an audience that’s growing. NPR.org reaches people who want to stay informed, and are influential among their friends, in their work, and in their purchases.

**YOUNGER**
26% are under age 35

**AFFLUENT**
33% more likely to earn $100k+ in HHI

**AMBITIOUS**
14% have plans to change jobs/careers and 11% started a new business in the last year

**INFLUENCERS**
80% frequently provide advice on buying or using products and services

Sources: Google Analytics, 3-month avg. October-December 2018; comScore Plan Metrix, 3-month average, April-June 2018, Composition Index, U.S.
Audio like nowhere else.

Persistent. Responsive.
The NPR Player brings audio to the forefront of the user experience offering uninterrupted listening while exploring NPR.org.

For brands, the NPR Player presents unique visual-synched sponsorship activations – from custom channels to custom brand audio stories.

0.66% CTR in NPR Player on mobile
2.84% CTR on brand units within Custom Channel
Center Stage canvas for your brand.

Customized. Fully-responsive. Center Stage units are designed to maximize engagement and showcase interactive brand elements such as click-to-play video or custom audio creative.

53% audio/video completion rate in Center Stage

0.32% Center Stage CTR (viewable impressions)
Display results, delivered.

Desktop display banners on NPR.org are near 100% viewable and align your brand with quality NPR.org content in a contextual, brand safe environment.

92.7% Viewability for desktop display – 45% above industry average

0.23% Average CTR on 300x600 units

Source: Moat
Intelligent mobile creative.

From display banners to custom Story Center Stage units, mobile and tablet creative is intelligently embedded at optimal locations within NPR stories – creating a positive reading experience for users and maximizing viewability.

70.5%
Viewability for mobile in-story banners – 47% above industry average

0.31%
CTR on mobile in-story banners
Beyond the click, a connection that drives trust and action for your brand.

54% of NPR.org users pay attention to the sponsorship messages on NPR.org

75% of NPR.org users hold a more positive opinion of brands that support NPR

65% of NPR.org users prefer to buy products or services from NPR sponsors

Sources: Local-National Survey on NPR.org, May 2017; % agree or strongly agree among NPR.org users.