



NEWS

MUSIC AND ARTS LIFE

# CAR TALK FROM NPR

Cross-Platform Sponsorship



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- *Car Talk* is an iconic broadcast show and podcast that features the antics of hosts Tom and Ray Magliozzi (“Click and Clack”)
- The duo answer calls from weary car owners across the country, taking the fear out of car repair and finding fun in engine failure
- *Car Talk* has been named one of the funniest and most practical programs in the history of public radio by *Thrillist*
- After 30 years, *Car Talk* continues to amuse listeners through classic episodes heard on NPR stations and released as podcasts

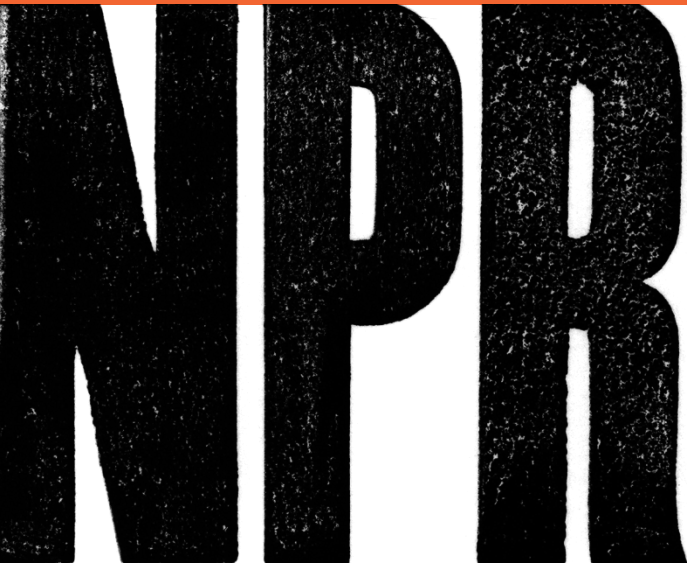
## Car Talk Sponsorship Overview

- **Podcast:** :15 pre-roll and :30 host-read mid-roll credits in weekly episodes of *Car Talk* deliver custom sponsor messages
- **On Air:** :15 credits in weekly program broadcast
- **Digital:** Recognition on CarTalk.com, reaching 1.6M+ monthly unique users. Additional, scalable sponsorship plan available to extend your message to the NPR.org audience.



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## **CONTACT**

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