



PSN and NPR

The Public Service Network (PSN) has joined forces with National Public Radio (NPR) to develop a media channel for the guaranteed distribution of 10-second audio public service announcements (PSAs) on NPR's flagship programs and digital networks. NPR content includes News, Arts, Life and Music focused verticals and all programs have a home on NPR.org, allowing federal agencies and nonprofit organizations to feature campaign messages alongside relevant content.

NPR Broadcast Program

Provides guaranteed campaign outcomes of 8 – 87 million impressions depending upon frequency and the length of the campaign. Programs hosting your message may include:

- *Morning Edition*
- *All Things Considered*
- *Weekend Edition*
- *Wait Wait...*
- Mid-Day Newscasts
- AM Newscasts
- PM newscasts
- *Weekends on ATC*
- *Car Talk*
- *Diane Rehm*
- *On Point*
- *Fresh Air*

These programs reach a highly educated and socially conscious audience.

NPR Online Banner Program

All NPR programs have a home on NPR.org, allowing the government and nonprofits to feature campaign messages alongside relevant content. The online banner program includes the placement of a 300x250 Web banner on NPR topic and/or program pages enabling government agencies and nonprofit organizations to reach viewers when they are most likely to click through to their website/landing page for more information. Banner links may be tagged for tracking using Google Analytics.

Tracking and Reporting

Depending upon the selected program options, PSN will provide a summary report which will include a list of participating programs, spot air times and impressions generated.

About PSN

PSN is a national media network built exclusively for the dissemination of PSAs on behalf of government agencies and nonprofit organizations. The network encompasses a collection of traditional and unconventional channels that guarantee PSA delivery via more than 100,000 outlets that include grocery and drug stores, physician waiting rooms, concert venues, pharmacies, and traditional media. The bottom line – PSN delivers PSAs during prime day parts on a guaranteed basis at the lowest possible rates.

PSN PublicMedia Highlights



- One of the strongest global media brands and a standard-setting producer and distributor of top-quality news, information and music programming for 40 years
- Home of two of the three most popular radio programs in the country: *Morning Edition* and *All Things Considered*
- 27.3 million weekly radio listeners
- 57% of listeners are adults, ages 25-54
- A network of more than 900 member stations nationwide