
SPONSORSHIP MEDIA KIT

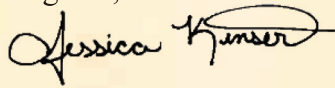
To Our Sponsorship Friends,

Thank you for your time in considering sponsoring NAPT and its services—VisionMaker and AIROS Audio. Hopefully, this package will answer any questions you may have regarding sponsorships with our organization.

Included in this *Media Kit* is our wide array of audio podcast sponsorship offerings, as well as website and e-newsletter sponsorship opportunities throughout the NAPT family.

If you have any questions regarding this sponsorship packet, please feel free to call or email me at 402-472-8607 or jkinser2@unl.edu.

Regards,



Jessica Kinser
Marketing Director, NAPT



BENEFITS OF BECOMING A SPONSOR:

- Reach a nationwide audience (from students and young adults to teachers, Tribal leaders, policy makers, business owners, trend setters and other media makers just to name a few)
- Drive traffic to your website
- Your message is tied to the podcast for life
- Creative production services at no additional charge to you (up to 3 hours)
- Save time and resources
- Choose the marketing package that is right for you with our à la carte underwriting selections
- Cost-effective and tax-deductible, your sponsorship helps NAPT share Native stories with the world.
- Record your message in Native languages to show your commitment to the revitalization of First Nation languages.



AIROS Audio

PODCAST OPPORTUNITIES

AIROS Audio is your connection to important podcasts in Indian Country—featuring interviews with Native musicians, artists and leaders. Available on-demand, you can download and listen on the go!

POPULARITY ON THE RISE:

AIROS.org's number of podcast downloads has significantly increased over the last few years due to the popularity of podcasts amongst Native youth and young adults. In May 2010 alone, AIROS Audio saw well over a 75% increase over the same time the previous year.

NAPT runs AIROS audio ads in publications and programs nationwide, drawing traffic to the website and increasing the number of downloads tied to your message. Our podcast numbers have truly taken off. In 2010, AIROS Audio exceeded 30,000 downloads for the month of June 2010, and has kept up the performance in subsequent months.

NAPT is committed to producing new podcast interviews with Native people who have interesting stories to share—from artists and

PODCAST SPONSORSHIPS:

Choose Your Sponsorship Level

THE DEAL	THE STEAL	THE COMPLETE PACKAGE
Creation of one (1) podcast audio opening tag (length: 15 seconds) for one (1) podcast of your choice.	Creation of one (1) podcast audio closing tag (length: 15 seconds) for one (1) podcast of your choice.	Creation of one (1) podcast audio opening tag and closing tag (length: 15 seconds/ea.) for one (1) podcast of your choice.
\$250	\$75	\$300

Choose Your Podcast

PRODUCER PROFILE	NATIVE WORD	NATIVE SOUNDS
Monthly	Unlimited	Monthly
An interview that features Native media makers discussing exciting projects.	Features specialty content like new film releases, NAPT happenings and other intriguing content.	An interview that features Native musicians and artists such as Buffy Sainte-Marie, Casper, Robert Mirabal and more!

Optional Opportunities

GUARANTEE SOLE SPONSORSHIP (EXCEPT FOR MAJOR FUNDERS FOR NAPT)	BUY MORE AT ONCE AND SAVE 10%	BOOK A QUARTER OF SPONSORSHIP NOW AND RECEIVE DIGITAL AD SPACE FOR ONE (1) WEEK FREE
If you sponsor and opening podcast tag, for only \$50 more, you can guarantee sole sponsorship rights for that particular podcast.	Spend \$1,000 in one (1) sponsorship contract and receive 10% off your total contracted amount. The contracted amount value may be a combined subtotal from NAPT's various à la carte opportunities such as our website and e-newsletter sponsorship offerings.	Purchase three (3) months of podcast sponsorships at time and receive an added value of a static digital ad for one (1) week on the AIROS Audio webpages (excludes landing page).

Please review NAPT's Sponsorship Guidelines for complete technical specifications and requirements.

For sponsorship inquiries, please contact:

Jessica Kinser, Marketing Director, at 402-472-8607 or jkinser2@unl.edu

WEBSITE OPPORTUNITIES

NAPT RESOURCES WEBPAGES	AIROS AUDIO WEBPAGES	VISIONMAKER WEBPAGES
Duration: One (1) Month	Duration: One (1) Month	Duration: One (1) Month
Presence of your organization's logo/digital ad creative with corresponding clickable URL link on the NAPT Resources webpages.	Presence of your organization's logo/digital ad creative with corresponding clickable URL link on the AIROS Audio webpages.	Presence of your organization's logo/digital ad creative with corresponding clickable URL link on the VisionMaker webpages.
\$500	\$600	\$700

TECHNICAL SPECIFICATIONS:

Size: 195 px x 195 px

Color: 4-Color, RGB

Resolution: 150 dpi (minimum; may not exceed 300 dpi)

Digital Ad Type: Static or Rotating .gif (max frames = 4, 3 loop limit, max file size = 15k)

File Formats Accepted: .png and .jpeg for static ads; .gif for rotating ads

Load Time: May not take more than 2 seconds over a 56K Internet connection

E-NEWSLETTER OPPORTUNITIES

NAPT GENERAL E-NEWSLETTER	AIROS AUDIO E-NEWSLETTER	VISIONMAKER E-NEWSLETTER	PRODUCER E-NEWSLETTER
Distributed Monthly - One-Time Insertion	Distributed Monthly - One-Time Insertion	Distributed Monthly - One-Time Insertion	Distributed Monthly or Bi-Monthly to media makers - One-Time Insertion
Presence of your organization's logo/digital ad creative with corresponding clickable URL link in the NAPT General monthly e-newsletter.	Presence of your organization's logo/digital ad creative with corresponding clickable URL link in the AIROS Audio monthly e-newsletter.	Presence of your organization's logo/digital ad creative with corresponding clickable URL link in the VisionMaker monthly e-newsletter.	Presence of your organization's logo/digital ad creative with corresponding clickable URL link in the Producer e-newsletter.
Audience Reach: 5,600+ Subscribers	Audience Reach: 3,200+ Subscribers	Audience Reach: 7,000+ Subscribers	Audience Reach: 900+ Subscribers
\$1,000	\$750	\$1,250	\$250

TECHNICAL SPECIFICATIONS:

Size: 146 px x 146 px

Color: 4-Color, RGB

Resolution: 150 dpi (minimum; may not exceed 300 dpi)

Digital Ad Type: Static

File Formats Accepted: .png and .jpeg

Load Time: May not take more than 2 seconds over a 56K Internet connection



NAPT is at the forefront of social media. All NAPT, AIROS Audio, VisionMaker and

Producer E-newsletters are posted on Facebook and Twitter via URL links—increasing your sponsorship reach beyond our subscriber listings.

TELEVISION DOCUMENTARY UNDERWRITING

SEE YOUR SPONSORSHIP MESSAGE ON A NAPT PROGRAM

Each year, NAPT awards up to \$500,000 in production contracts to independent producers and public television stations to produce programming by and about Native Americans for use by PBS stations. Your sponsorship of one or more of our many upcoming programs will help fund these engaging Native stories so that they may be shared with communities nationwide. Your sponsorship will be linked to the documentary program broadcast and DVD for life! Sponsoring a documentary is a highly strategic way to reach your audience. Contact Jessica Kinser today to see if an upcoming documentary peaks your interest.

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NAPT's CREATIVE SERVICES

NAPT offers FREE* creative services for podcast sponsorships, as well as website or e-newsletter digital ad sponsorships. NAPT offers copywriting services, graphic design, audio editing and more! Just let us know your vision and we'll make it happen. We'll keep you informed from concept to completion. Once you approve, your podcast tag or digital ad will be posted for scheduled distribution.

**Creative services offering is free of charge up to three (3) hours. After three (3) hours, NAPT will notify organization of allotted hours fulfillment and will invoice the organization for \$50 per each additional hour of creative services department labor. Creative services offering does not apply to rotating .gif digital ad creation.*

NAPT's SPONSORSHIP GUIDELINES

- All podcast tags for AIROS Audio sponsorships will begin with:
"AIROS Audio programming support is provided by <your company name>"

The remaining 15 seconds of the underwriting announcement offers the opportunity to identify your company or organization through the use of:

- Established slogans that identify, but do not promote
 - Location, hours of operation, phone number and/or address
 - Value-neutral description of the business
 - Trade names, products or services that identify the underwriter
 - Web URL
- All podcasts will include a final closing tag listing NAPT's major funders such as the Corporation for Public Broadcasting, unless the sole sponsorship additional option is selected. Sole sponsorship option only available on podcast offerings.
 - Podcast opening and closing tags remain with that particular podcast for the life of the podcast.
 - NAPT reserves all ownership rights to voice overs and digital ad creative created at NAPT.
 - Due to NAPT being a non-profit 501(c)(3), we follow non-profit sponsorship guidelines. Under these guidelines, underwriting copy and digital ad creative may not include:
 - Superlatives
 - Calls-to-action (direct or implied)
 - Inducement to buy, rent or lease
 - Qualitative or comparative language

TERM OF CONTRACT

The term of the contract will be determined according to contributor's needs and availability. If none of the à la carte items exactly fit your needs, please let NAPT know so that we may work with you to tailor a solution better fit for your overall marketing plans.

Non-profit organizations may qualify for a discount. Please contact Jessica Kinser to find out more.

Native American Public Telecommunications, Inc. (NAPT) has the right to refuse sponsorship from any company or organization that may be offensive to our audiences or that may reflect poorly on us or our funders.



AIROS Audio and VisionMaker are services of Native American Public Telecommunications, Inc. (NAPT). NAPT, a non-profit 501(c)(3), receives major funding from the Corporation for Public Broadcasting.

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