



MEDIA SERVICES 2009



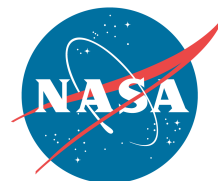
Media Platforms

EarthSky works with partners to bring the clear voice of science to people around the world through a variety of new media.

The following EarthSky branded products are available for sponsorship. We can also create products for your organization.

- Earth & Sky concise daily science podcasts.
- EarthSky Clear Voices for Science extended podcasts.
- EarthSky Clear Voices for Science video podcasts.
- Google Earth pop-up balloons. Hosted by Google.
- Cielo y Tierra Spanish-language science podcasts.
- EarthSky Kids science news and podcasts for kids.

Join NASA, Whole Foods Market, Shell, Monsanto, Google, the National Science Foundation and other prestigious companies and institutions. Partner with Earth & Sky and help bring the clear voice of science to people around the world.





Global Reach

*EarthSky is seen or heard over 12 million times every day.**

- Generates **12 million impressions globally** via 1,700+ broadcast outlets.
- Generates **3.4 million U.S. impressions daily** through 1,000+ domestic broadcast outlets.
- Can be heard in almost **every major U.S. market** including New York, Los Angeles, Chicago, and San Francisco.
- Reaches **167 of the 194 countries** on Earth.
- Podcasts available on Mobilcast to **millions on cellphones worldwide**. U.S. distribution through AT&T/Cingular.
- Has distribution partnerships with **National Public Radio** and **Public Radio Exchange**.
- With **2 million pages** of science content viewed each month, EarthSky.org is **one of the world's most popular science websites**, ranking the same as the largest U.S. science museums.
- EarthSky.org content is syndicated to the world's top media websites, including **USAToday.com** and **Reuters.com**.

EarthSky helps you reach new communities with the highest quality science information, in partnership with our trusted brand.



EarthSky Domestic Distribution

EarthSky Global Distribution





Demographics

EarthSky reaches a targeted and diverse audience around the world.

1. Opinion Leaders

About 80% of EarthSky's U.S. audience is made up of public radio listeners. According to NPR statistics, NPR's audience is 305% more likely to be opinion leaders than the general population.¹

- Well-educated and in mid-upper level U.S. income brackets
- Opinion leaders at work and in their communities
- Between the ages of 25 and 54 (60% reporting)
- Responsible for large B-2-B purchasing (29% reporting)
- Three times as likely to have participated in an environmental group or cause

2. Scientists and Academia

Since 1991, EarthSky has interviewed thousands of scientists in the U.S. and abroad. Scientists say they listen to EarthSky and appreciate the high quality podcasts.

3. International Community

EarthSky is broadcast throughout the world, most widely in China, Taiwan, Japan and Europe.

4. Science Educators and Students

In collaboration with American Forest Foundation (AFF) of Washington D.C., EarthSky podcasts are correlated to curricula used by over 500,000 educators and 26 million students. AFF promotes EarthSky to over 30,000 educators per year through national conferences and workshops.

5. General Public

EarthSky's online surveys indicate that our audience is approximately 60% male, about equally Republican and Democrat, and largely science attentive.

¹ Profile 2007: National Public Radio Station Audiences, Published by: NPR Audiences and Corporate Research, July 2006.



Editorial Policy

EarthSky has earned a solid reputation for scientific accuracy. The public values and trusts EarthSky products.

*Since 1991, EarthSky's audio and digital outlets have been built using our solid reputation as an **accurate and compelling source** for science news and information. EarthSky is a holder of the **public trust**. To maintain this trust:*

- EarthSky produces media products that have intrinsic educational value, social value and/or science news value.
- EarthSky maintains its ethical and journalistic standards through its officers, production staff, Global Science Advisors and Global Science Advisory Council.
- EarthSky encourages partners and sponsors who have conceived ideas for new content to present these ideas. EarthSky reserves the right to all final decisions and discretion related to content on EarthSky branded products.

For all matters not directly addressed in these guidelines, EarthSky adheres to journalistic ethics standards as presented in the National Public Radio (NPR) News Code of Ethics and Practices at www.npr.org/about/ethics and the Poynter Institute's Online Journalism Ethics guidelines at http://www.poynter.org/content/content_view.asp?id=117350.



2009 Rate Card

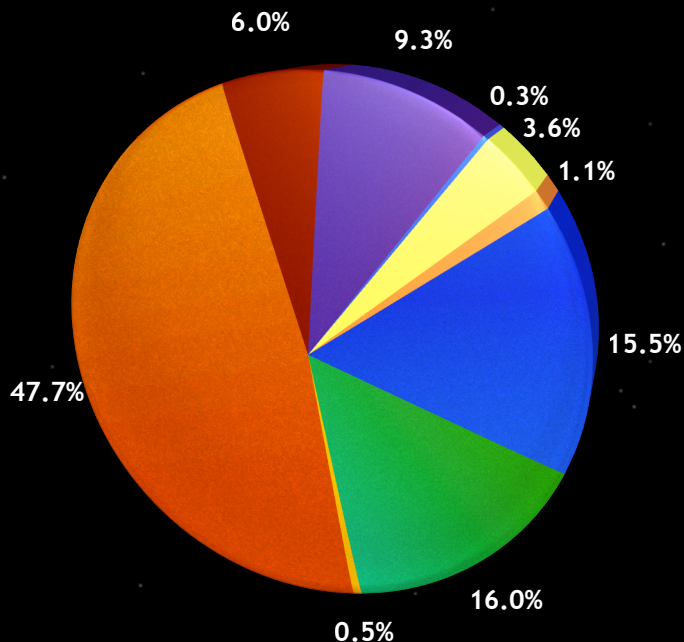
for Selected EarthSky Products

Offerings	Unit Price
Six (6) Earth & Sky concise podcasts (production of podcasts + distribution on EarthSky's global network)	\$220,000
Three (3) Earth & Sky concise podcasts (production of podcasts + distribution on EarthSky's global network)	\$120,000
EarthSky Clear Voices for Science extended podcasts (most are eight minutes)	Starting at \$10,000
EarthSky Clear Voices for Science video podcasts	Starting at \$35,000
EarthSky Pop-Up Balloons on Google Earth	\$10,000 per balloon with purchase of additional EarthSky products
Cielo y Tierra Spanish-language podcast (production of podcasts + distribution on Cielo y Tierra's network)	\$10,000 per podcast with purchase of additional EarthSky products

Ask about additional offerings including:

Thematic Micro-sites	Extended Visibility of Sponsored Content
Educational Programs	Web-based Distribution

EarthSky Media Distribution Networks



- U.S. Terrestrial Radio (2,482,900 impressions)
- Online (2,220,000 impressions)
- Broadcast News Canada (73,500 impressions)
- Voice of America Network (6,600,000 impressions)
- Satellite Radio - XM/Sirius (827,438 impressions)
- World Radio Network (1,286,000 impressions)
- Internet Streaming (32,000 impressions)
- American Forces Radio (500,000 impressions)
- Int'l Comm. Radio Taiwan (150,000 impressions)

A clear voice for science

Contact Us

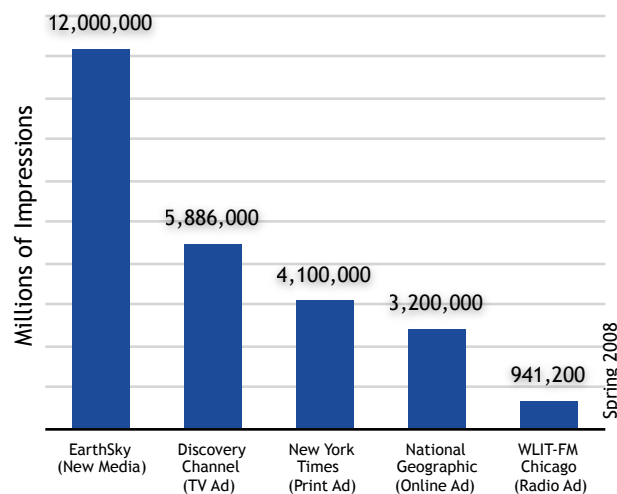
Ryan Britton
Managing Partner
P: +1 512.477.4441
E: rbritton@earthsky.org

Hope Roobol
Sponsorship and Partnership Manager
P: +1 512.477.4441
E: hroobol@earthsky.org

Reach and Economic Value

The graphs below contrast the number of impressions each media outlet generates over a period of time to its CPM (cost required to reach 1,000 people). EarthSky Communications provides a clear value, ensuring that organizations can afford to support these valuable science messages while also helping to amplify the voices and messages of their organization.

Daily Impressions of Various Media



Cost per Thousand of Various Media

