

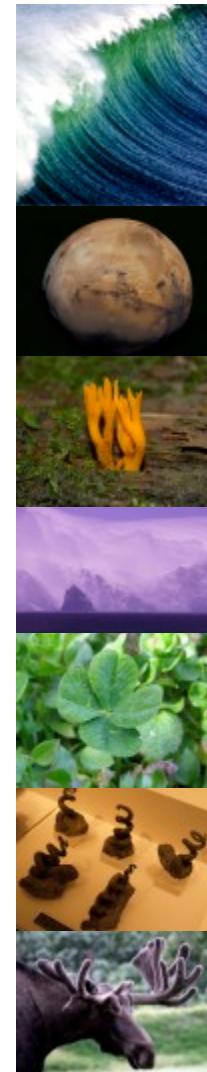


**A Clear Voice for Science**



## The EarthSky Difference

- Our goal is to inform the public about the contribution of science to our lives in an engaging and unique way.
- We consider ourselves a holder of the public trust.
- We have the global reputation, production and technical expertise, and creativity to tell stories in ways that the public understands, learns from, and enjoys.
- We are a powerful clear voice for science and a truly integrated new media option for you.



# Why EarthSky Matters to You

- More people hear us daily than any other science-oriented media property – **12 million impressions daily.**
- We are a Webby award-winning website with more than 2M pages of science content viewed monthly.
- We are a way for you to expand your message with authority and accuracy in both English and Spanish – whether you need **a production or distribution source.**
- We are a way for you to reach influencers - **for a tenth of the cost** of old media buys.

The screenshot shows the EarthSky homepage with a dark blue header featuring white stars. The main content area has a light green background. On the left, there's a sidebar with links to categories like Animals, Bizarre, Body & Mind, Climate, Earth, Human World, Innovation, Oceans, Plants, Space, and Photos. A 'SUBSCRIBE!' button is visible. The central part of the page features a 'Top Stories' section with a large image of a robot submarine in an icy environment and a headline: 'Life-seeking robot sub to explore Europa someday?'. Below this are 'MORE PODCASTS & ARTICLES' and a 'Blogs' section with posts from Larry Sessions. To the right, there's a 'Tonight's Sky' section with a star map for June 27, 28, and 29, and a quote from Nobel laureate John Mather. At the bottom, there are sections for 'Science News Headlines', 'Ask the Scientists', and 'Cielo y Tierra'.

Science podcasts heard 12 million times daily.  
Web community where your voice matters.

**Tonight's Sky**

Fri, Jun 27 Latest sunset of the year on June 27  
Sat, Jun 28 Mars closing in on Regulus, Leo's brightest star  
Sun, Jun 29 Wandering by the fixed lampost of the heavens

It's part of our culture that we want to know our origins and want to know where we're going. And I think it would be really cool if we knew we aren't alone.  
- Nobel Prize-winning astrophysicist John Mather

Science News Headlines  
All your science news in one place.

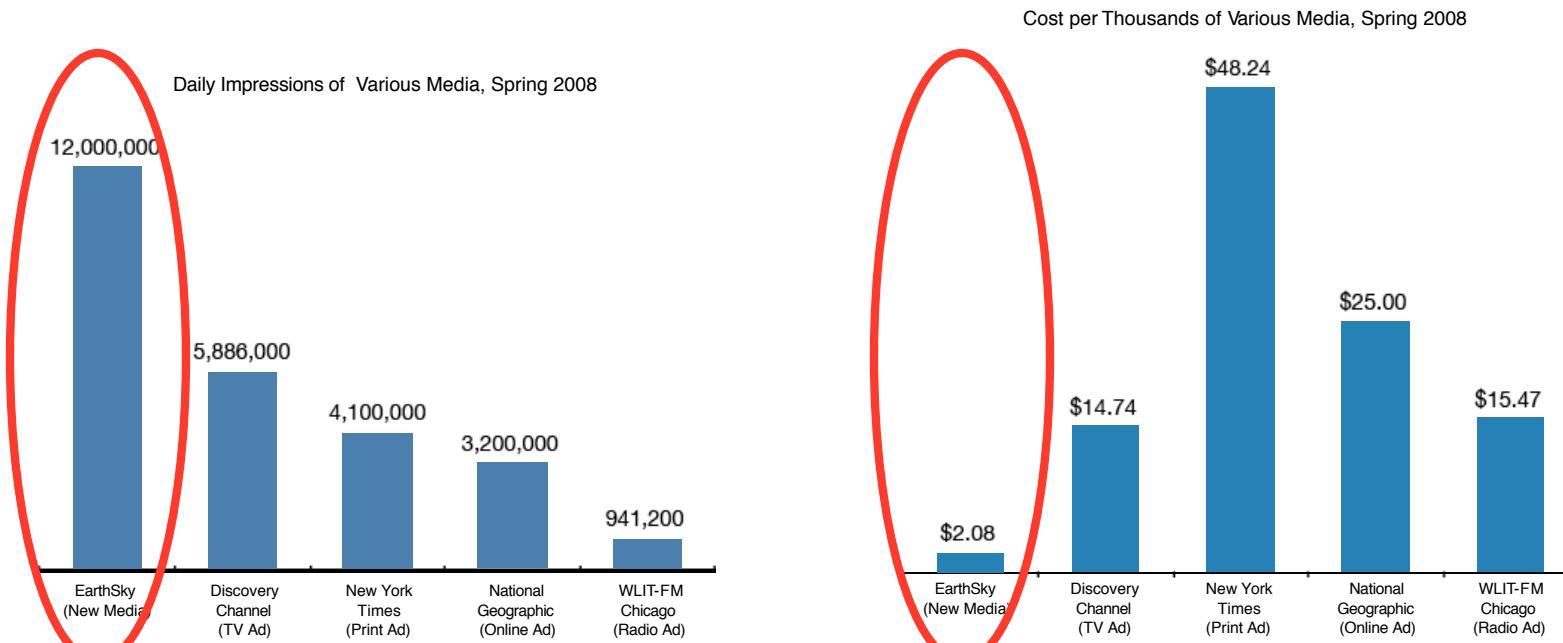
Ask the Scientists  
Children asking questions about their world.

Cielo y Tierra  
Serie de radio que se escucha en todo Estados Unidos. Comunidad en la Web donde cuenta tu opinión.

[www.earthsky.org](http://www.earthsky.org)

# The Value of EarthSky as a Media Outlet

- More impressions than traditional outlets for 10% of the cost.
- Amplify your voice and provide support for science education.



The number of impressions each media outlet generates over a period of time to its CPM (cost required to reach 1,000 people).

Source:



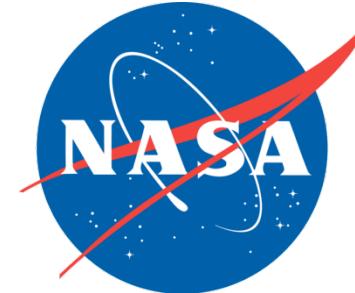
## The EarthSky Story

- Founded in 1991 by award-winning journalist Deborah Byrd to build a lasting connection between scientists and the public.
- The series Earth & Sky has provided uninterrupted science information on media every day since its launch in 1991.
- EarthSky has produced over 5,000 podcasts and has a dedicated network of 500 top scientists, and an Advisory Board of 10 including a Nobel Prize Winner and a member of the World Bank.
- Our numerous recognitions include:
  - First-ever radio recipient of a Public Service Award from the National Science Board
  - Webby Awards Official Honoree – Podcasts (2008), Science (2007)
  - Multiple award winner at Annual Communicator Awards (2008)
  - Yahoo! Pick of the Week
  - Twice a [USA Today](#) Hot Site





## EarthSky 2008 Partners & Sponsors Include



The Google logo, consisting of the word "Google" in its signature multi-colored, rounded font.





## EarthSky Offerings: Comprehensive List

1. Podcasts - video or audio, English or Spanish
  2. Blogs – content experts can create a customized blog for your organization or message
  3. Website: [www.earthsky.org](http://www.earthsky.org)
  4. EarthSky Kids: science news and podcasts for kids
  5. The EarthSky Layer on Google Earth - Pop-Up Balloons
  6. Cielo Y Tierra – Spanish-language website and podcasts
- 
- Sponsorship available for all of the above WITH exclusivity – only one major company will be allowed sponsorship in a given industry and a limit of 10 total sponsors per year
  - All sponsorships include prominent brand/logo identification and references



## EarthSky Offering Details: Podcasts

- Sponsor an EarthSky podcast series:  
Earth & Sky concise daily science  
podcasts, EarthSky Clear Voices for  
Science podcasts, or Spanish language  
podcasts
- Create a specially branded series:  
disseminate your organization's science  
or CSR information to the public
- Each podcast includes:
  - Credit/tagline for sponsorship
  - 12 months visibility on main website  
(logo and web link)
  - Dedicated web section with  
package purchase



# EarthSky Offering Details: The EarthSky Layer on Google Earth



- Launched in 2008
- Google promotes, hosts and delivers the EarthSky layer to all Google Earth users – over 200M registered
- “Working with EarthSky allows (Google) to add a unique dimension on top of the Sky photos.” – Lior Lom, Google Earth Project Mgr.

Your logo here, reference to your website, and recognition

Google Earth users click on ES balloons to access podcasts populated with content

# EarthSky Offering Details: Cielo y Tierra

- Cielo y Tierra Spanish-language science podcasts and website
  - The primary goal is to inspire young Spanish speakers - the fastest growing demographic in the US - to a career in science
  - Cielo y Tierra radio launched in late 2007, with **more than 150 stations** currently subscribing.
  - By 2010, Cielo y Tierra is expected to **double** EarthSky's reach.
  - Sponsorships available



The screenshot shows the homepage of the Cielo y Tierra website. At the top, there is a navigation bar with links to 'Inicio', 'programas de radio', 'podcast la clara voz', 'blogs cielo y tierra', 'esta noche', 'acerca de', and a search bar. Below the navigation is the website's logo, 'Cielo y Tierra LA CLARA VOZ DE LA CIENCIA', with a background image of a city skyline at sunset. On the left, a sidebar lists categories: 'Suscribirse', 'Animales', 'Astronomía', 'Avances', 'Clima', 'Cuerpo y Mente', 'Curiosidades', 'Flora', 'La Humanidad', 'La Tierra', and 'Océanos'. The main content area features a large image of a hand interacting with a robotic arm, with the headline 'Músculos de los robots más fuertes que los de humanos'. Below this, there is a section titled 'Artículos y programas recientes' with several news items. To the right, there is a sidebar titled 'El Cielo Esta Noche' showing a star map of the Leo constellation with stars Regulus, Denebola, and Mars. Other sidebar sections include 'Mayor Circulación' and 'EarthSky' information.



## The EarthSky Audience: Who You Want

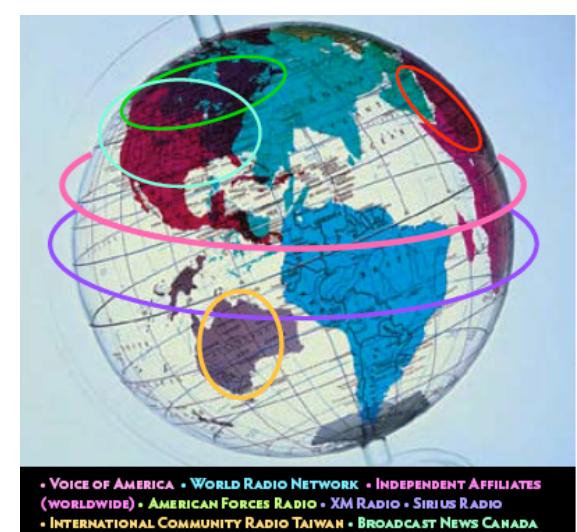
- **Opinion Leaders.** About 80% of EarthSky's U.S. audience is made up of public radio listeners, who are 4 times more likely to be opinion leaders <sup>1</sup>
- **Well-Educated Decision Makers.**
  - Between the ages of 25 and 67 (79% reporting)
  - Well-educated and in mid-upper level U.S. income brackets
  - Responsible for large B-2-B purchasing (29% reporting)
  - Approximately 60% male <sup>2</sup>
- **Active and Engaged.** 2 out of 3 listeners are motivated to take action (visit a website, etc.) <sup>3</sup>
- **International.** Broadcast throughout the world, most widely in China, Taiwan, Japan and Europe.

<sup>1</sup> - Profile 2006: [National Public Radio Station Audiences](#), Published by: NPR Audiences and Corporate Research, July 2006.

<sup>2,3</sup> - Multimedia Research, Inc. studies on the Earth & Sky radio series listeners

# EarthSky's Reach

- **Daily Reach: 3.4M U.S. impressions** through a network of 1,000+ “terrestrial” broadcast outlets, **12M impressions globally** via 1,700+ broadcast outlets.<sup>1</sup>
- Reaches **167 of the 194 countries** on Earth.
- Can be heard in **almost every major U.S. market** including New York, Los Angeles, Chicago, and San Francisco.
- Podcasts available for download on cellphones for most of **AT&T/Cingular's** over 71M wireless subscribers in the US and via **Mobilcast** globally
- EarthSky.org content is syndicated to top media websites, including **USA Today.com** and **Reuters.com** on their front and science pages.



<sup>1</sup> Spring 2008 Audience Analysis conducted by Act 1 Systems, Inc.



## Your Opportunities For 2009

- For companies that want to:
    - Be identified as vanguards in science
    - Have their science made interesting, accessible, and available to millions
  - This is your opportunity to get involved with new media, all at a fraction of old media costs
    - Remember, we are both a production source and a distribution channel
  - Space is limited on EarthSky sponsorships
    - Current sponsor renewals exceeded expectations
    - **3 spots remaining for web sponsorship in 2008-09**
    - **5 spots remaining for Earth & Sky podcast sponsorship in 2008-09**
- **ACT NOW for exclusivity in your industry**



## The EarthSky Promise

“We take seriously our responsibility for bringing the ideas, strategies, and research results of scientists to people around the world, with the goal of illuminating pathways to a sustainable future.”





## Case Studies





## EarthSky Sponsor Case Study: Shell

- **Shell's objective:** To position itself as a scientific thought leader in the energy field.
- **How:**
  - EarthSky will conduct interviews with their top 8 scientists and develop an 8-minute podcast which can be used by Shell for additional communication purposes.
  - EarthSky will focus on the areas of alternate energy sources and development.
  - The interviews will be condensed into a 90-second podcast delivered globally through our distribution network in Spanish and English.
- **Results:** The podcasts are currently being uploaded to [earthsky.org](http://earthsky.org), as well as through the Shell website. The first radio broadcast is scheduled for release on June 30th which will generate 12M impressions on its first delivery. A press release is currently in development for release in conjunction with the broadcast.





## EarthSky Sponsor Case Study: Whole Foods

- **Whole Foods' objective:** To demonstrate its commitment to the common good.
- **How:**
  - EarthSky found scientific experts to discuss the benefits of microcredit and microlending – which are small loans to the world's poor that allow for community and business development through small scale entrepreneurship.
  - A 90-second podcast was developed based on the interviews and distributed through our global network.
- **Results:** It aired as a radio show first, then as a Spanish language show. The podcast generated 24M impressions, Whole Foods received recognition for tapping into an emerging economic science, and the story was picked up by Whole Planet Foundation website and used in Whole Foods internal communications.



## EarthSky Sponsor Case Study: NSF

- **National Science Foundation's objective:** To educate the public on an emerging technology.
- **How:**
  - EarthSky was one of the first 2 outlets selected to participate in the scientific exploration and communication of nanotechnology as an emerging science.
  - EarthSky recruited the scientific experts, and produced and packaged the content of two 90-second podcasts.
- **Results:** The materials provided clear, accurate and informative materials on nanotechnology and were distributed as a public service through EarthSky channels.

