



TED

MEDIA KIT
2022



**Everyone knows the TED Talk.
This is where they come to find it.**

TED .com
Audio Collective
YouTube
Social



TED Partnerships works with best-in-class brands to create **innovative, inspiring, and impactful thought leadership campaigns.**

RETENTION **RECRUITMENT**
MANAGING THROUGH **DISRUPTION**
IDEA **MINING**
PROMOTING **INITIATIVES**
BRAND **REPOSITIONING**
CULTURE **BUILDING**
SHOWCASING **THOUGHT LEADERSHIP**
INSIGHTS **GATHERING**
PRODUCT **LAUNCH**
PROFESSIONAL **DEVELOPMENT**



TED's mission: share impactful ideas for a better world.

TED is a nonprofit devoted to spreading inspiring ideas—from health and wellness to business and innovation—across podcast, video, experiential, social, and so much more.

Our partners are some of the most highly influential brands in the world—working with TED to showcase their thought leadership, spotlight innovation, tap into world-changing ideas, and chart a path forward.

57M

SOCIAL
FOLLOWERS

33M

MONTHLY PODCAST
DOWNLOADS

76M

UNIQUE MONTHLY
VISITORS ACROSS
PLATFORMS

65M

TED.COM MONTHLY
PAGE VIEWS

152M

MONTHLY VIDEO
VIEWS ACROSS
PLATFORMS

An audience of business decision makers with a willingness to listen and an open mind.

TED's highly engaged audience isn't just influential and educated, they're also open minded. In fact, a quarter of them say TED has changed their mind at least once.

Tap into TED's ability to find the ideas that matter most to your target audience, then reach them across our platforms.

9/10

View TED as a **trusted** brand

2/3

feel TED'S advertisers **share** TED's values

75%

say TED has impacted their lives

2x

more likely to reach **business decision makers** than competitive set

\$100k+

Median HHI

25-44

Median age

48/52%

Male/Female split

Partner Opportunities

Share your brand's message through exclusive, native integration on TED's most premium digital, social, and audio platforms.

Content Sponsorship

Exclusively align your brand with thematically targeted TED Talks across platforms.

Homepage Ribbon

Sponsor curated talks in a high-profile ribbon on the [TED.com](https://www.ted.com) homepage.

Targeted Playlist

Run ads on talk playlists, strategically aligned with your brand's mission and message.

Newsletters

Sponsor TED Talks Daily or TED Recommends newsletters, featuring new talks, playlists, and blog posts.

YouTube

Scale your messaging by surrounding talks on TED's YouTube channels.

Custom Content Distribution

Collaborate with TED's brand studio to unearth big ideas and share across our digital, social, and podcast platforms.

Podcasts

Tap into a collection of diverse and beloved podcasts from TED's community of speakers.

Editorial Social

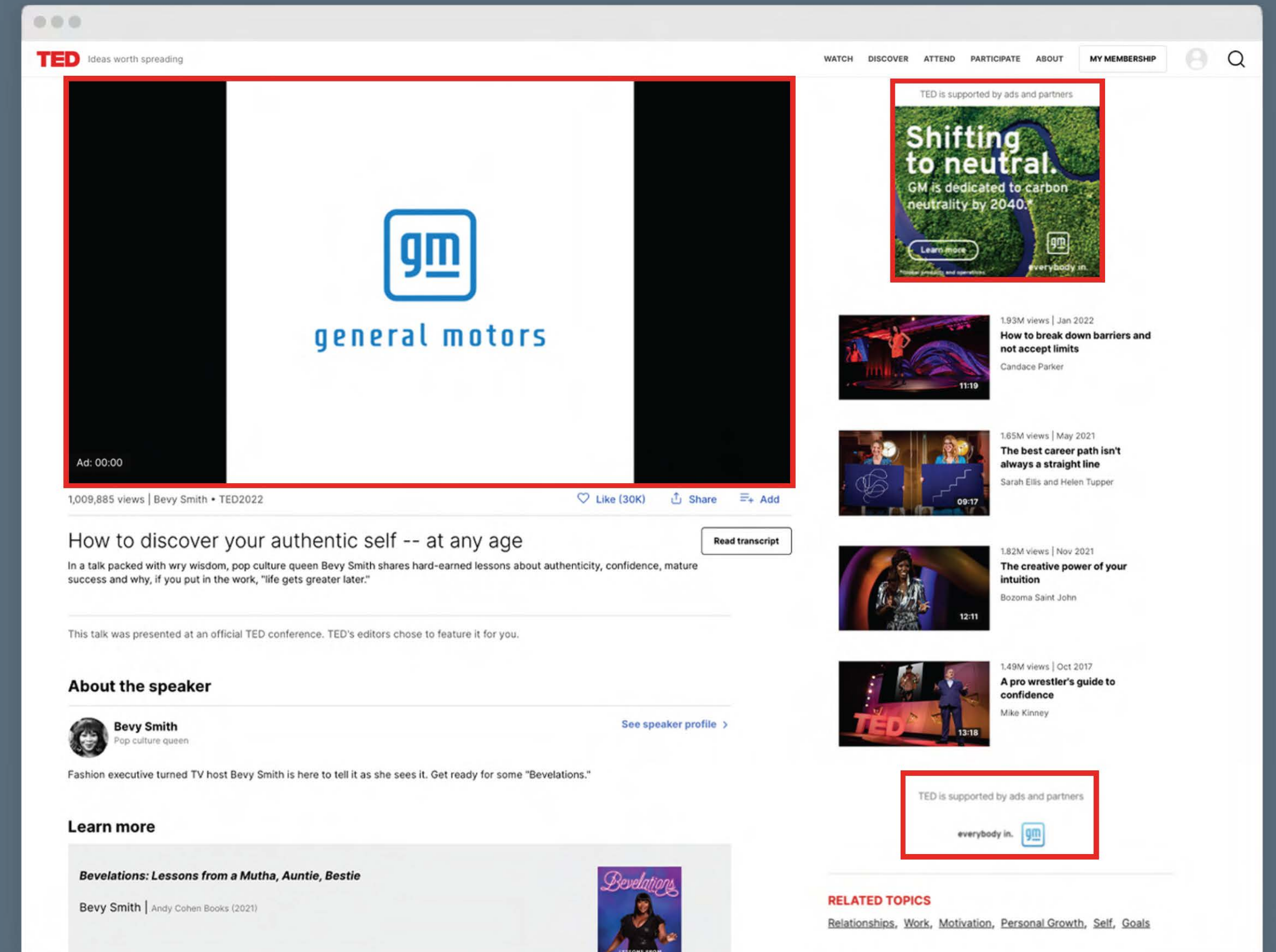
Leverage TED's trust and respect with sponsored posts on our Facebook, Instagram, and LinkedIn editorial channels.

TED.com Content Sponsorship

Exclusively own TED Talks across desktop and mobile web for premium brand engagement on TED.com. Content can be thematically aligned with your product, brand messaging, or industry.

DETAILS

- 100% SOV
- Video:
 - :06 second pre-roll video
 - :15 second–4 minute post-roll video (custom content distribution available)
- 120x60 partner logo
- 300x250 companion unit
- ROS also available; cross-device opportunity



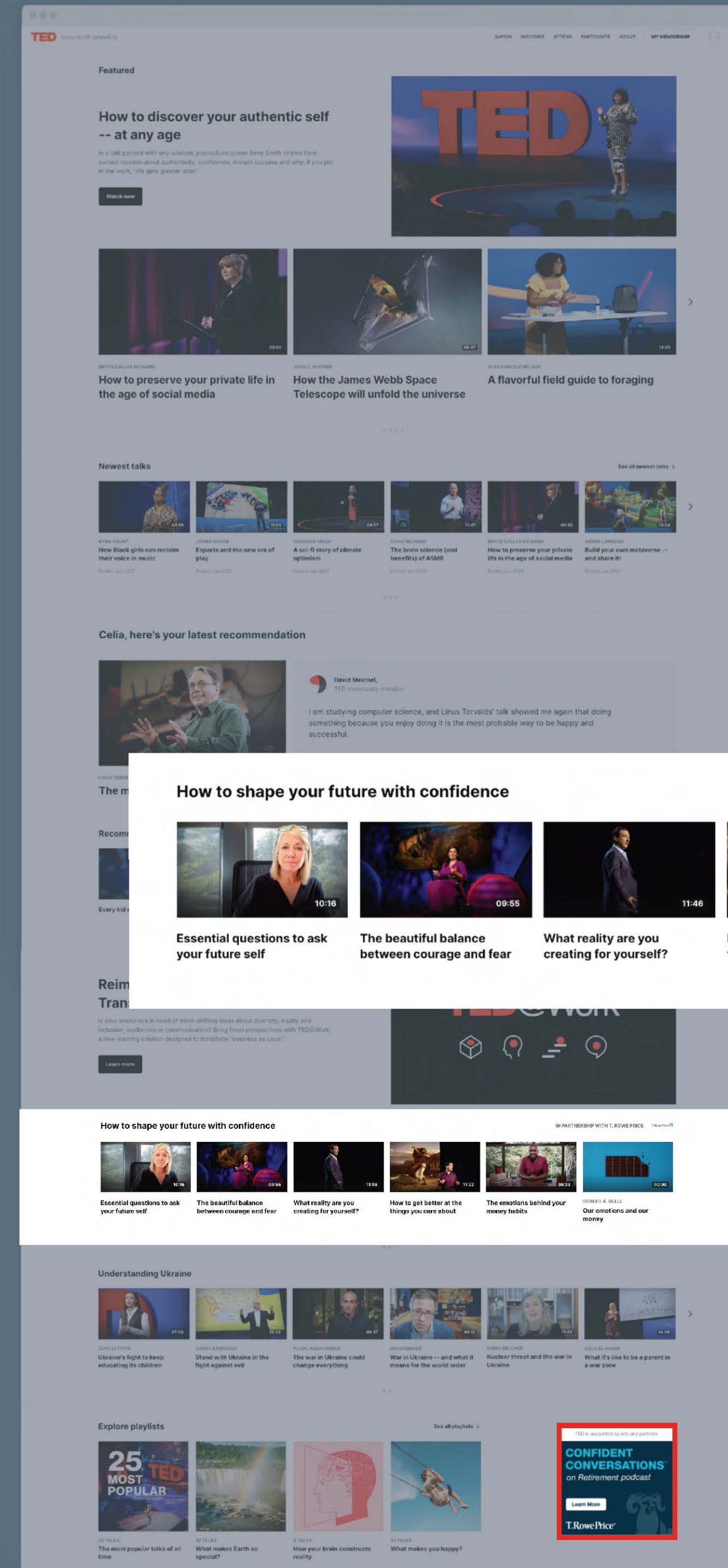
TED.com Homepage Ribbon

Sponsor six (6) TED-curated talks in a high-profile ribbon on the TED.com homepage, with an exclusive partner mention.

DETAILS

- 100% SOV of talks in the ribbon as well as [TED.com](https://www.ted.com) homepage (300x250)
- 120x60 partner logo
- Ability to add sponsored tile featuring custom content, linking to content on [TED.com](https://www.ted.com) landing page or partner O&O (based on investment and program elements)

All opportunities are tiered and based on investment. All elements subject to change, based on editorial approval. Opportunity available on a first come, first served basis.



TED.com Targeted Playlist

Align your brand with specific topics, areas of interest, or categories by running ads on targeted playlists of TED Talks.

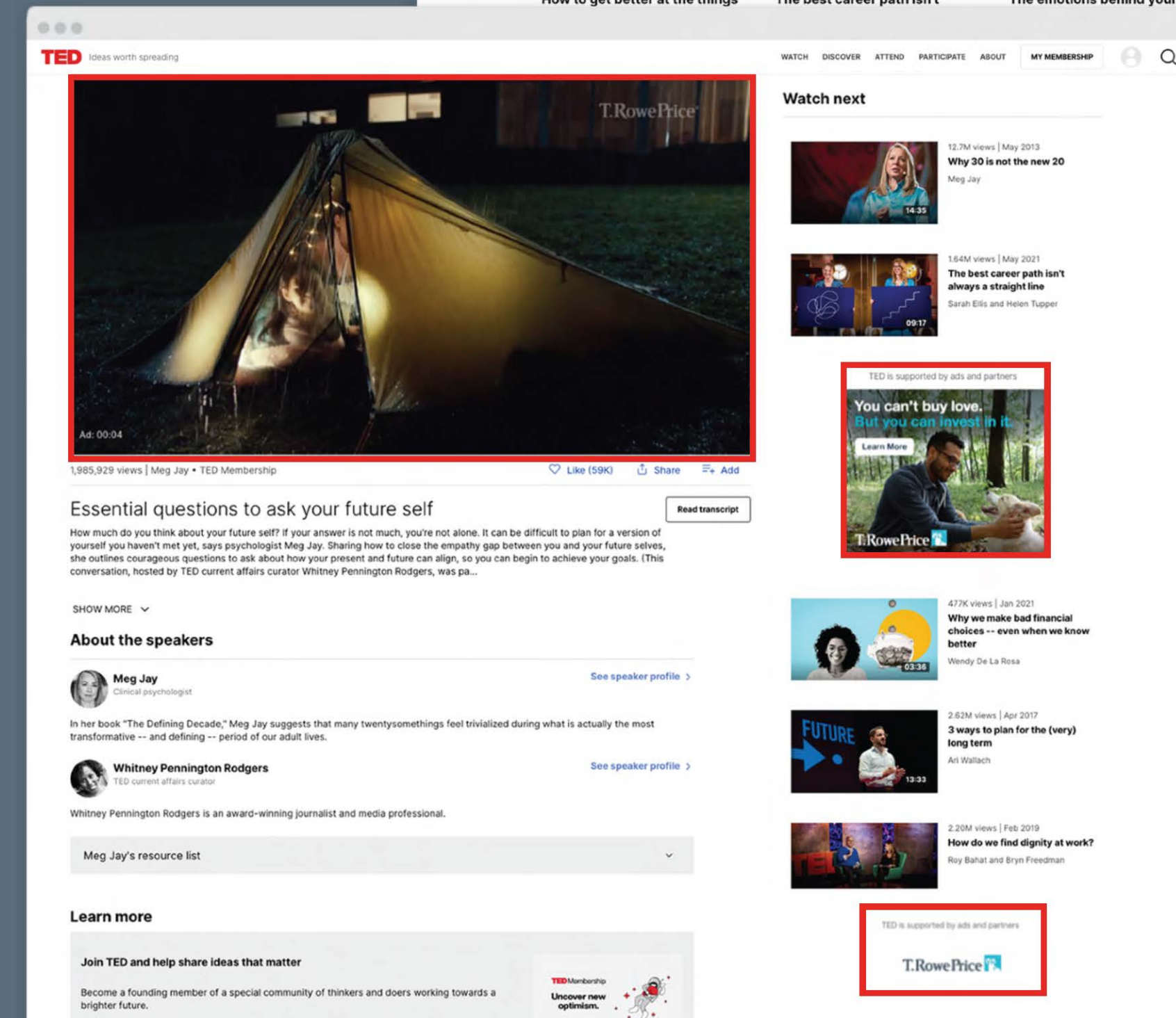
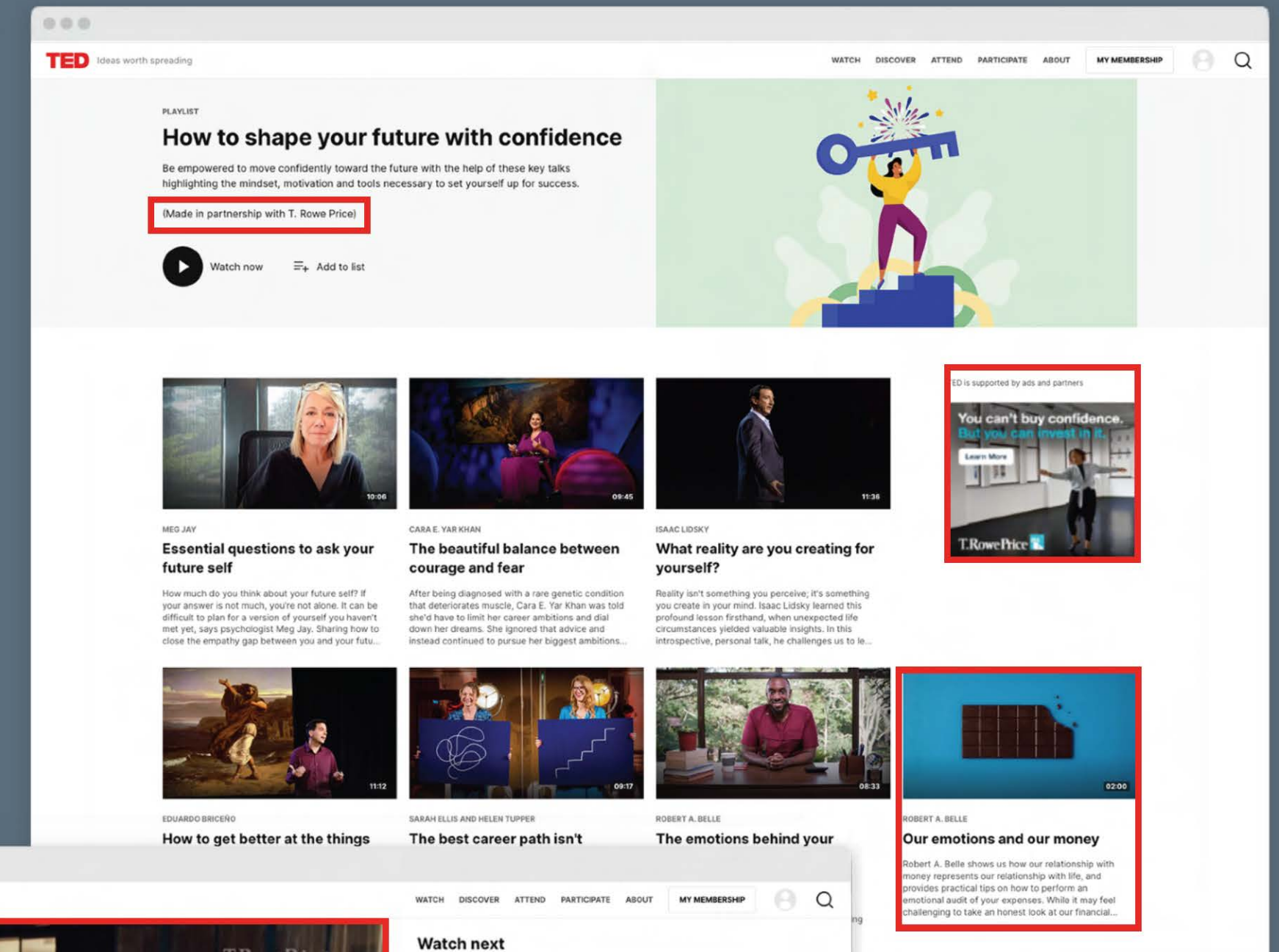
DETAILS

- 100% SOV of talks in the playlist
- Video:
 - :06 second pre-roll slate
 - :15 second–4 minute post-roll video
- 300x250 companion unit (on TED.com playlist channel, targeted playlist, and TED Talks)
- Partner logo on TED Talk pages within the playlist

Additional Features:

- TED.com homepage ribbon to further promote targeted playlist
- May include custom content created by TED (based on investment and program elements)

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Original Editorial Video Series Sponsorship

Distributed and promoted across TED's digital and social channels, our popular editorial video series are the next-gen in TED formats.

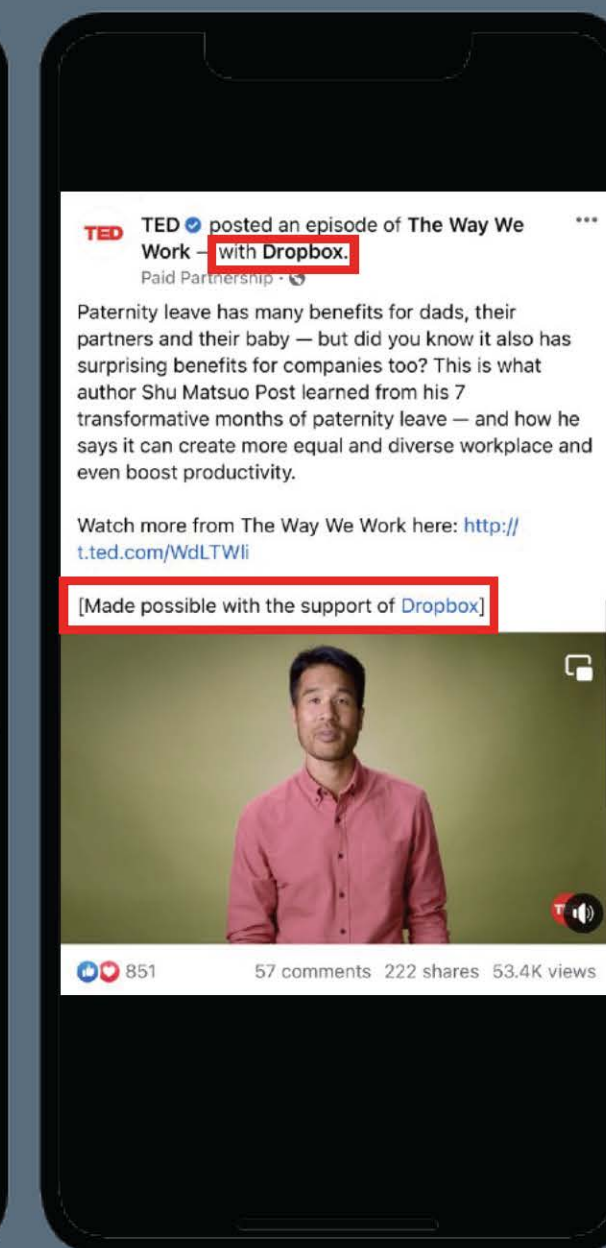
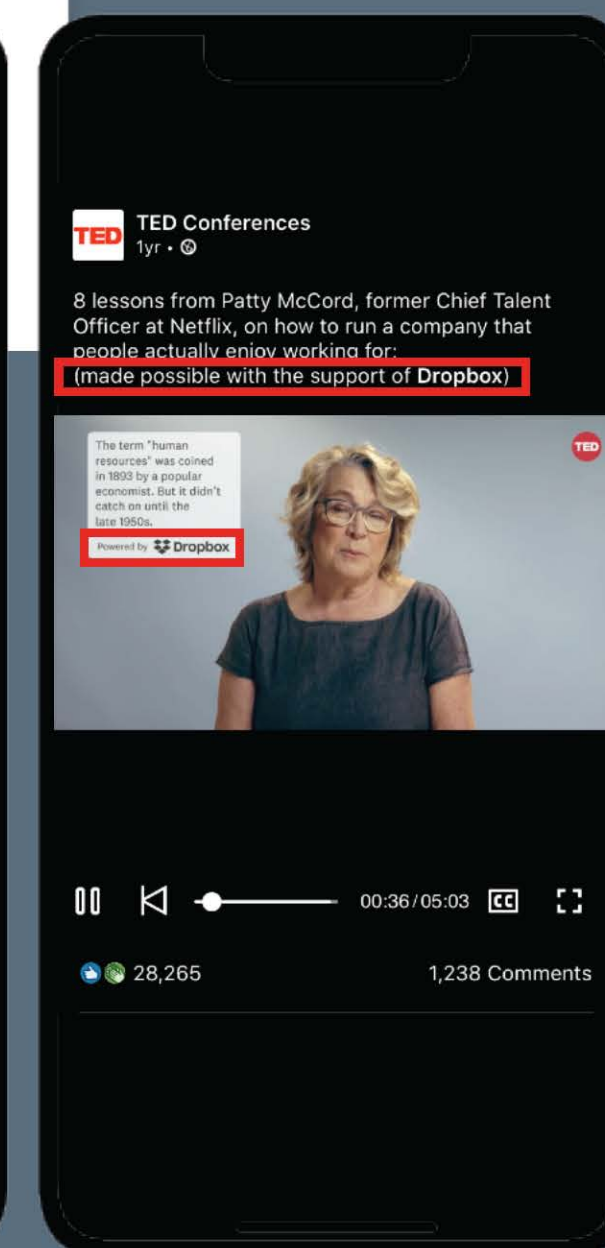
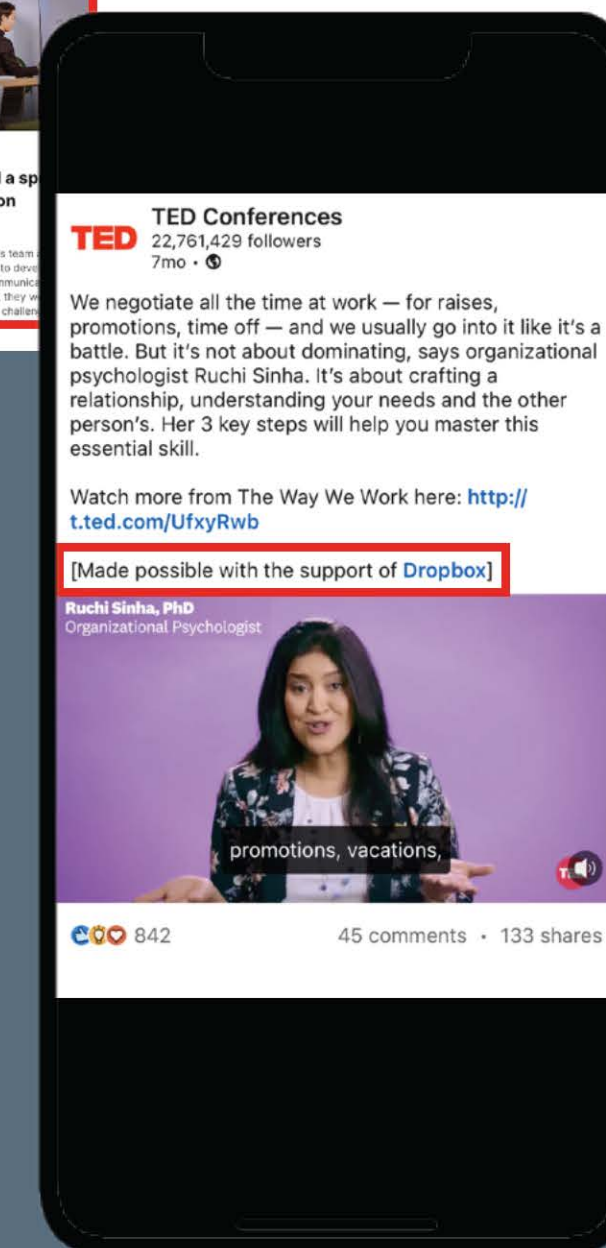
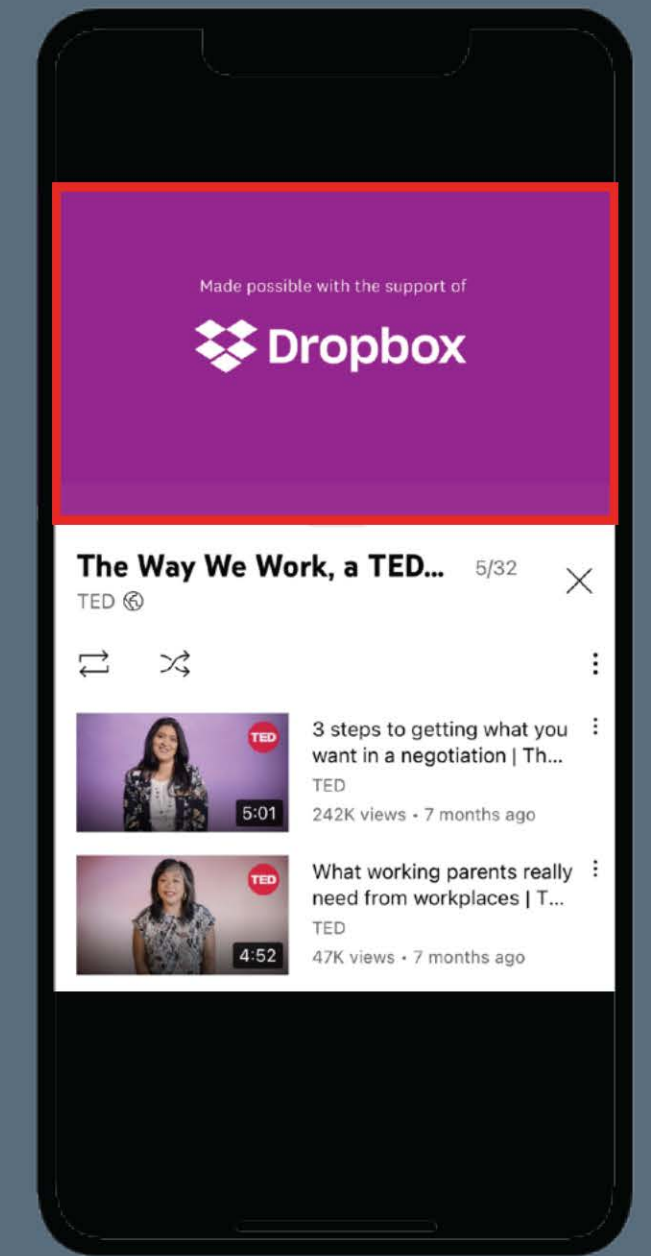
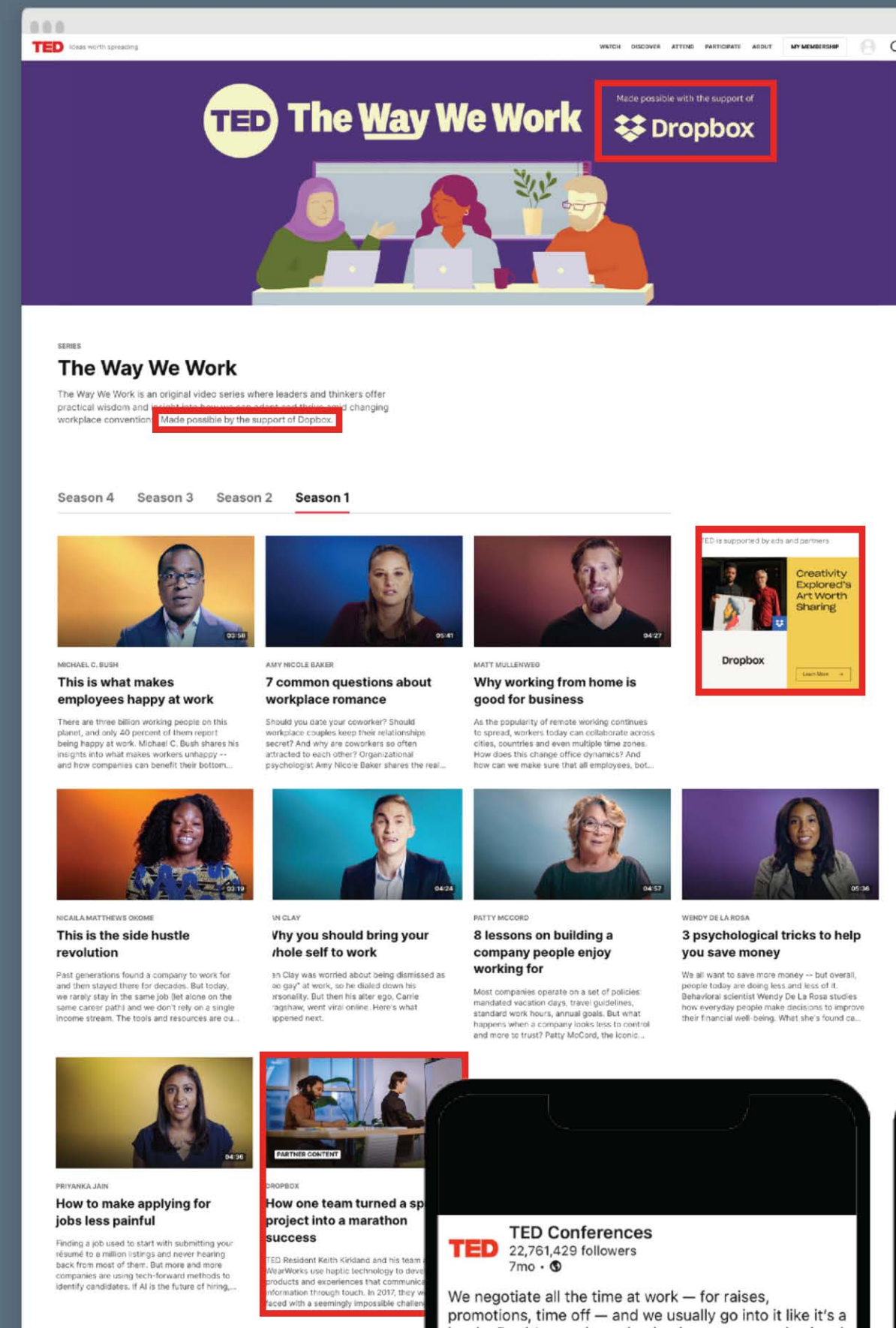
DETAILS

- 100% SOV across platforms of multi-episode editorial series
- Distribution across TED.com, editorial social handles (LinkedIn and/or Facebook), and YouTube
- Title card intro with brand logo
- Integrated flyover facts within video with brand logo
- Aggregated within a TED.com landing page and YouTube playlist
- Editorial promotion across TED ecosystem (social, newsletters, and blog posts)

Additional Features:

- May include custom content created by TED (based on investment and program elements)

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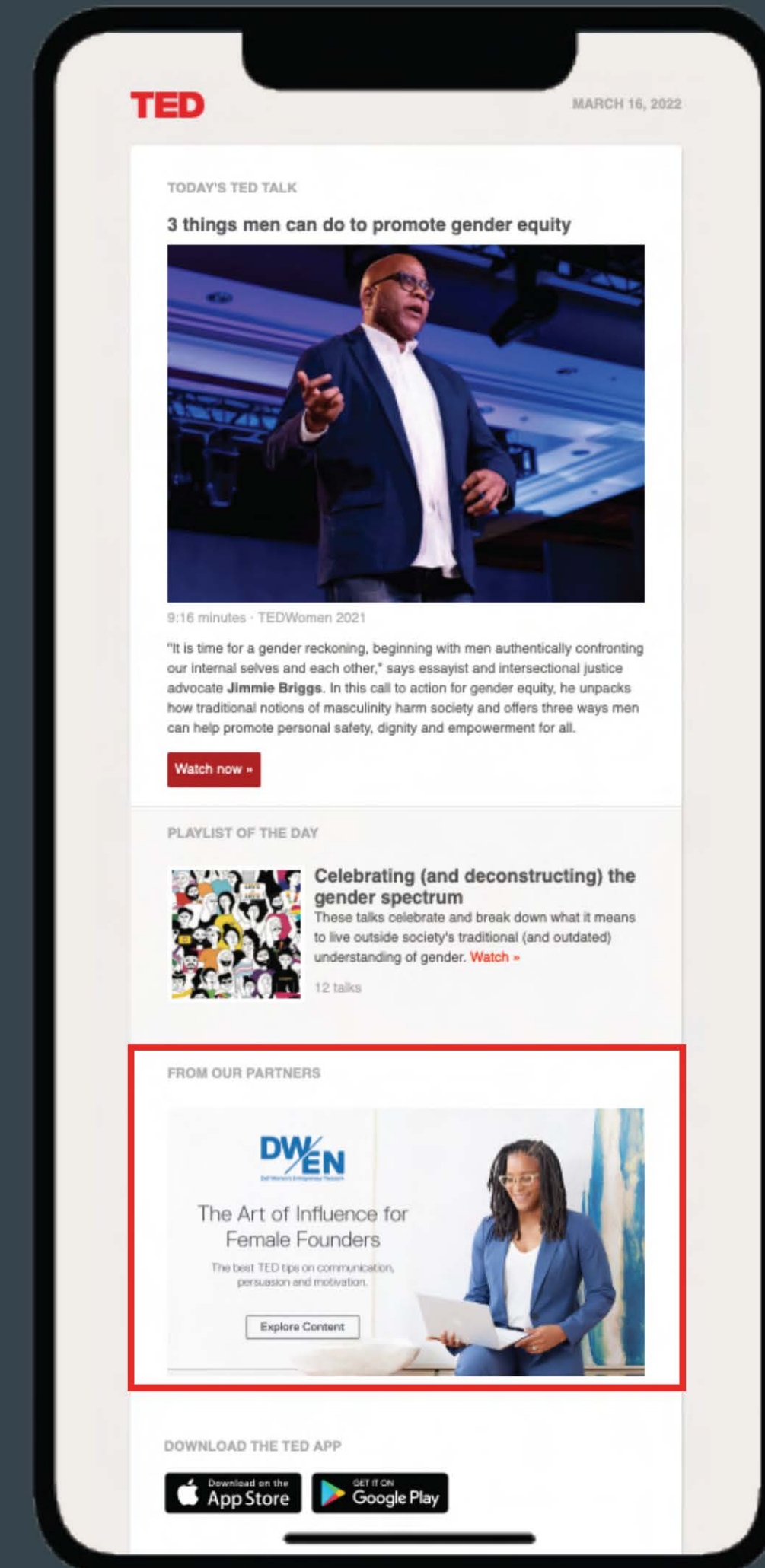


TED Talks Daily Newsletter

Sponsor TED's daily newsletter featuring a new TED Talk every weekday. Sold by theme or date.

DETAILS

- Exclusive inclusion in the TED Talks Daily newsletter
- Thematic alignment with relevant TED Talk
- 1040x700 ad unit:
 - Option 1: Standard ad linking to partner's O&O
 - Option 2: Co-branded ad unit driving to custom content created with TED (based on investment and program elements)

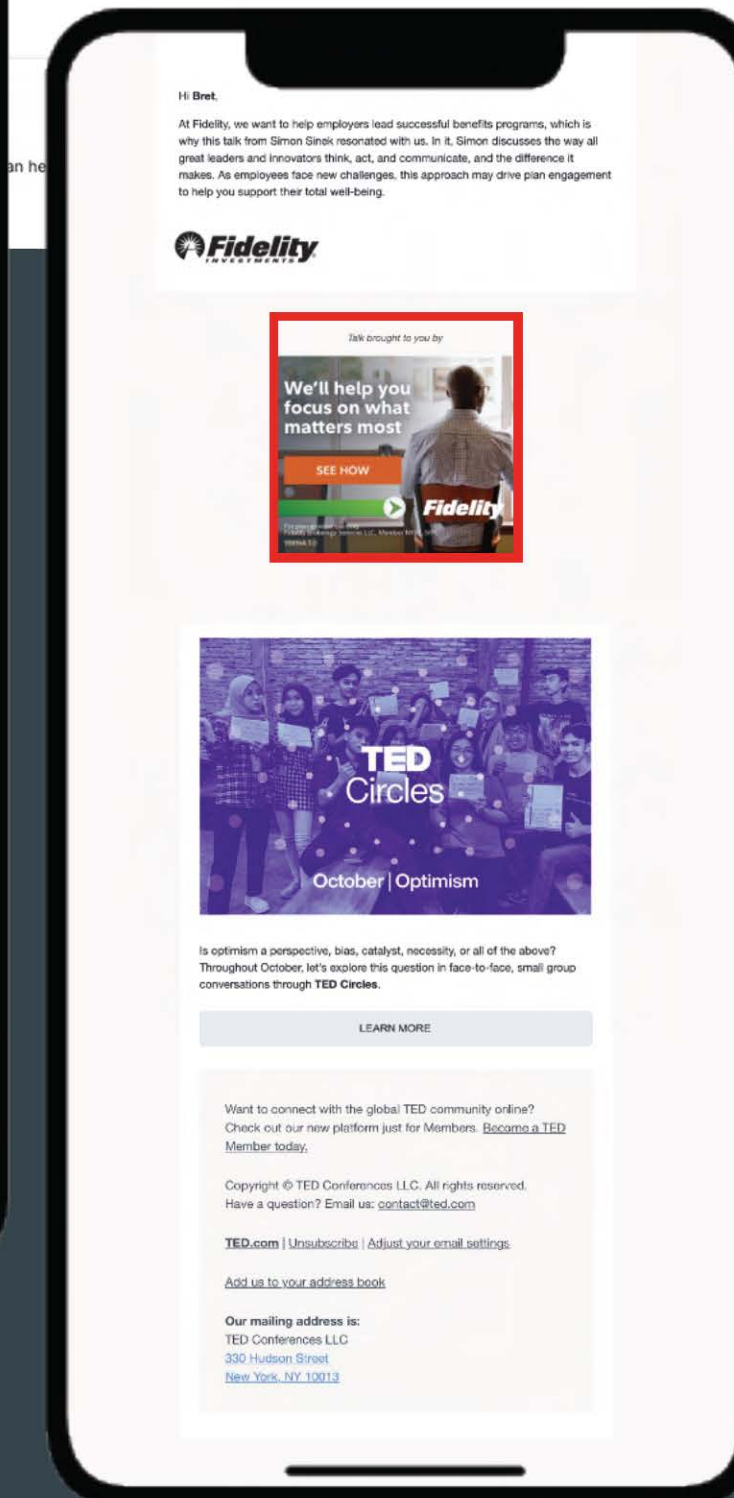
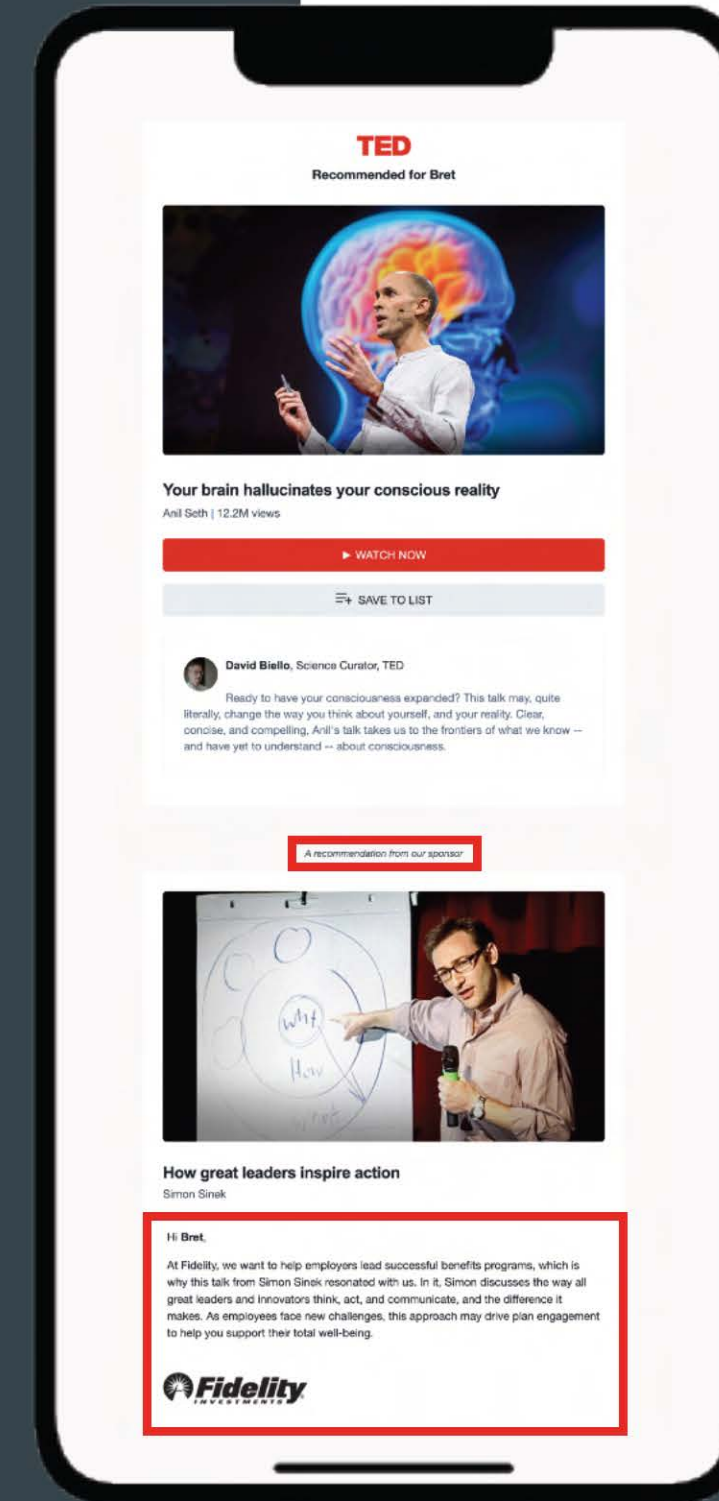
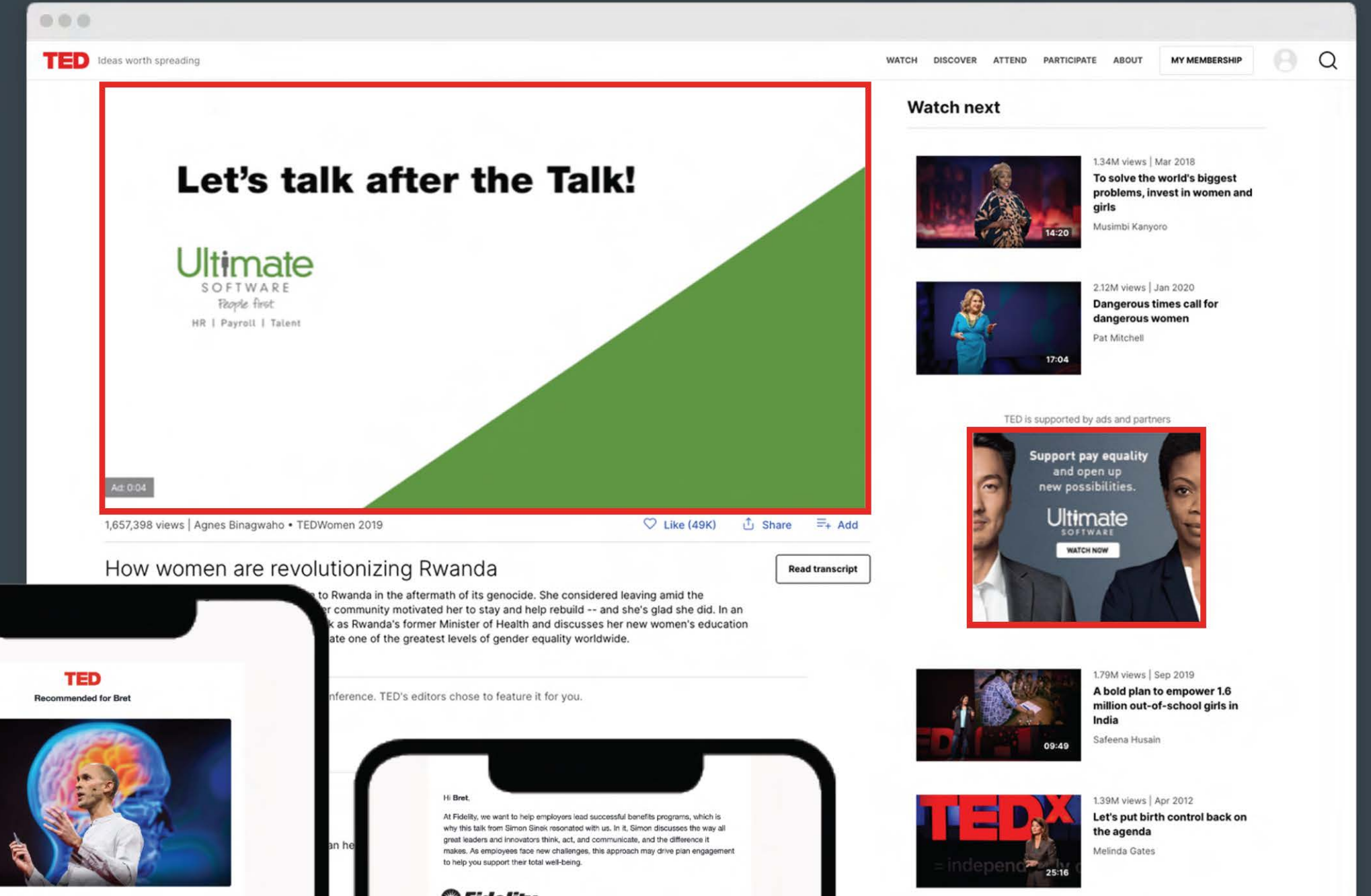


TED Recommends Newsletter

Recommend TED Talks from thought leaders within your organization via native, highly-targeted newsletter placement.

DETAILS

- Partner selects a TED Talk to recommend
- Targeted newsletter promotes recommended talk with recommendation, as well as brand mission and message
- 1040x700 ad unit in newsletter
- 120x60 partner logo
- 300x250 companion unit on all recommended talks

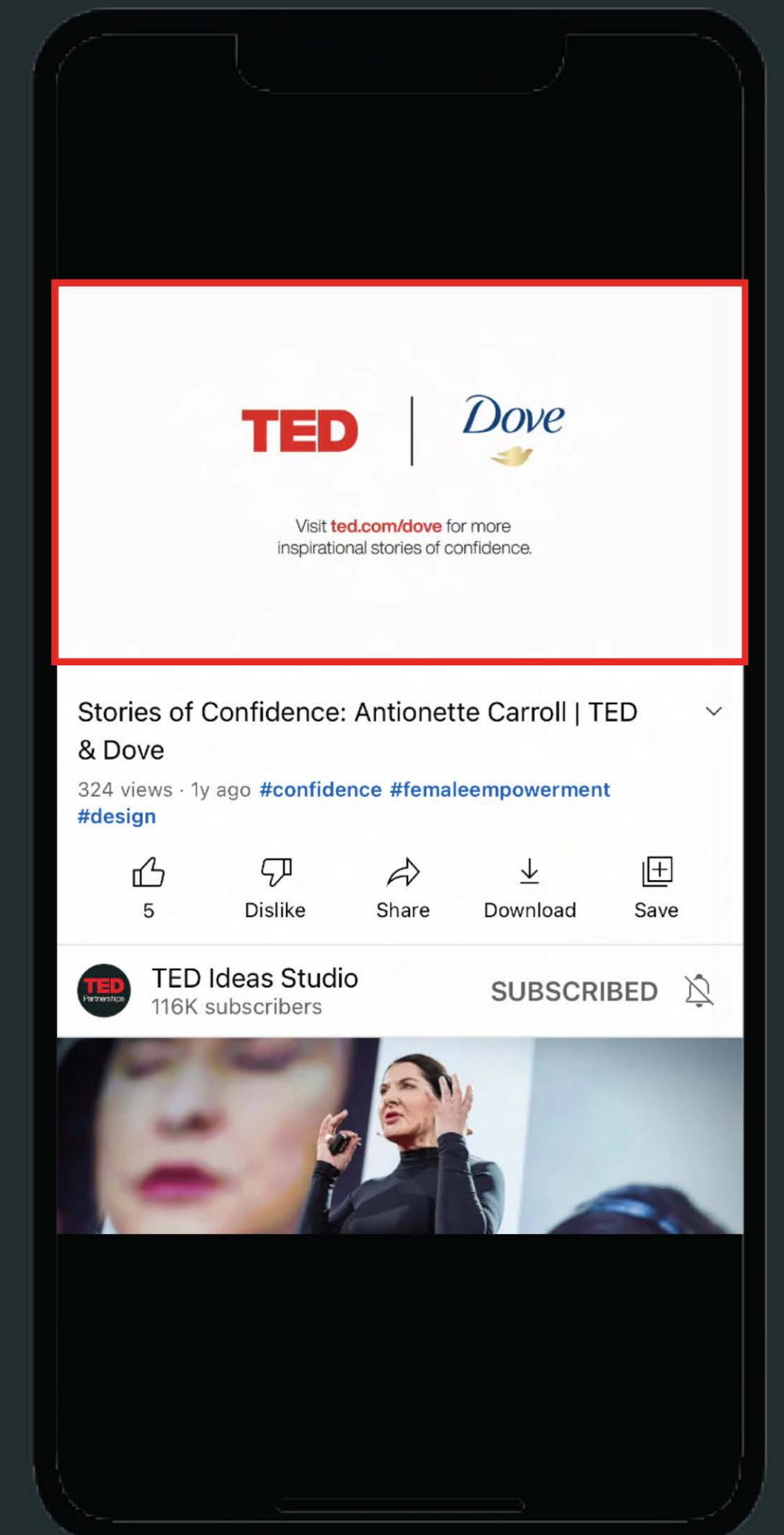
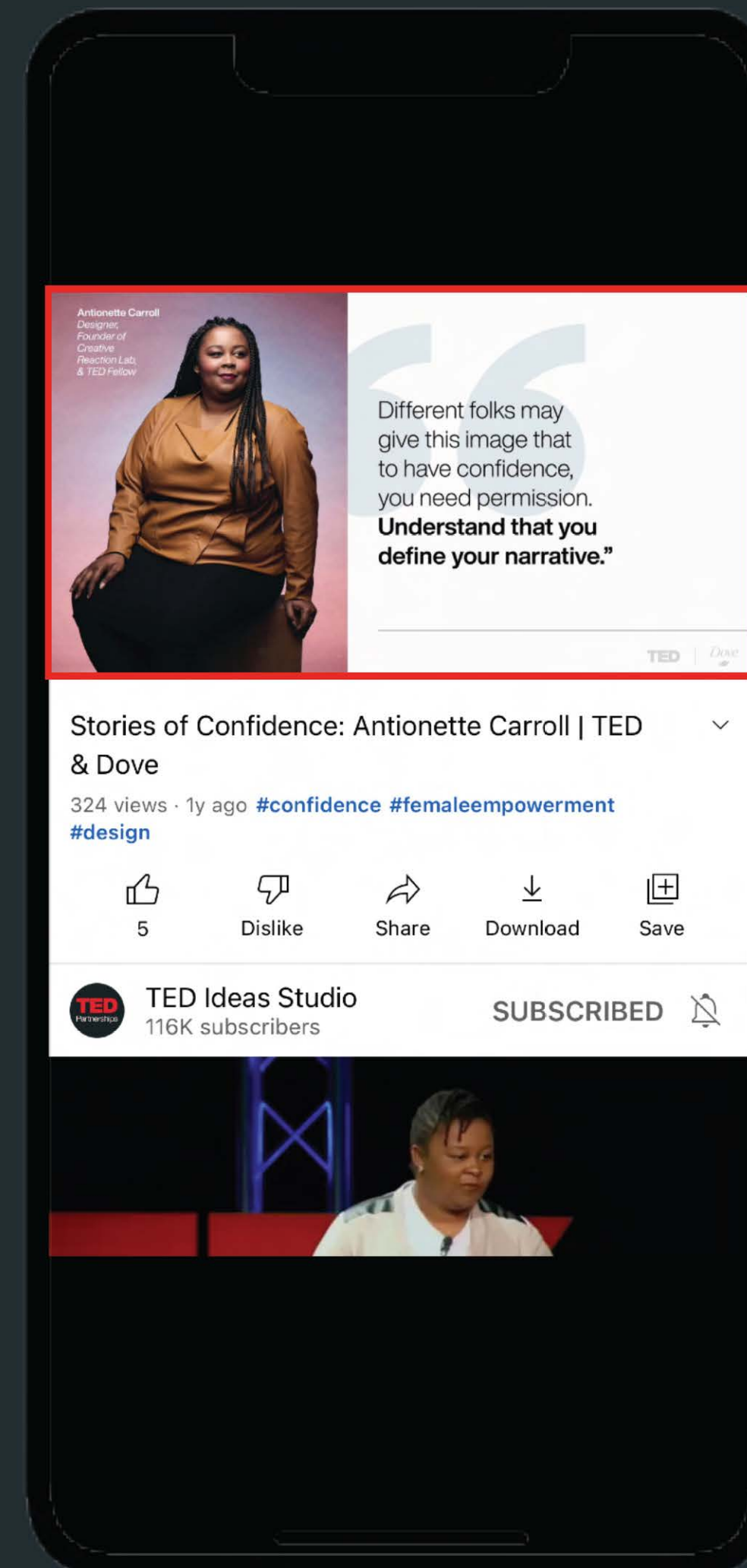


TED YouTube

Scale your message by surrounding compelling talks on TED's YouTube channels.

DETAILS

- Video:
 - :06–:15 second non-skippable video
 - :15 second–4 minute skippable video
- Audience targeting capabilities: age, gender, language, country, state, device
- Channel targeting: TED, TEDx, TED-Ed, TEDPartners



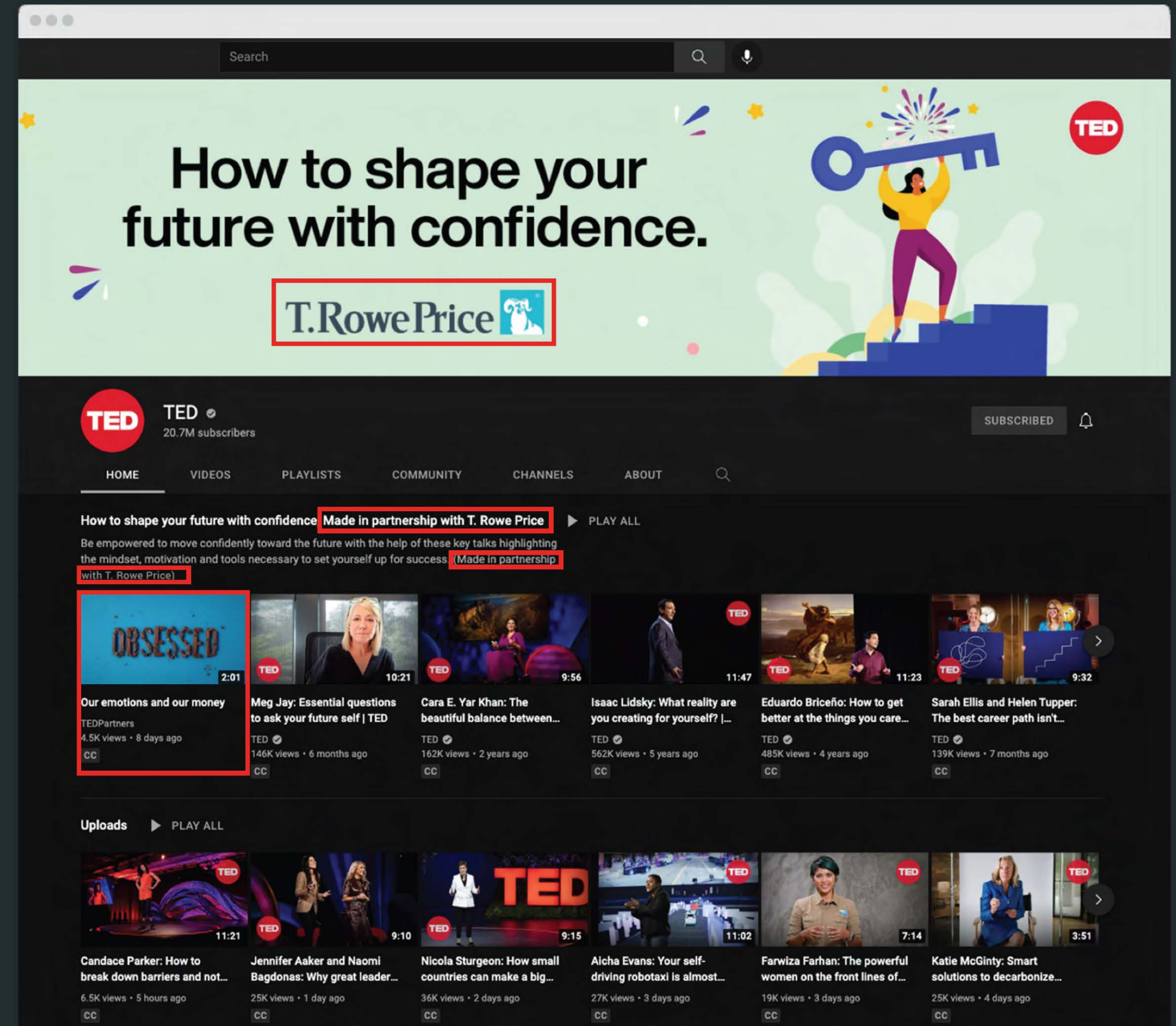
TED YouTube Spotlight Takeover + Talk Ribbon

TED playlists live on [TED.com](https://www.ted.com) as well as on YouTube. Our spotlight takeover and talk ribbon offer premium real-estate on TED's YouTube homepage.

DETAILS

- Sponsored header with “Learn More” click through
- Playlist ribbon with “In partnership with” attribution and partner mention in copy
- Video:
 - :06–:15 second non-skippable video
 - :15 second–4 minute skippable video
- 300x60 banner
- 120x60 logo
- Custom content can be featured in lead video spot and pre-roll on talks in the playlist (based on investment and program elements)

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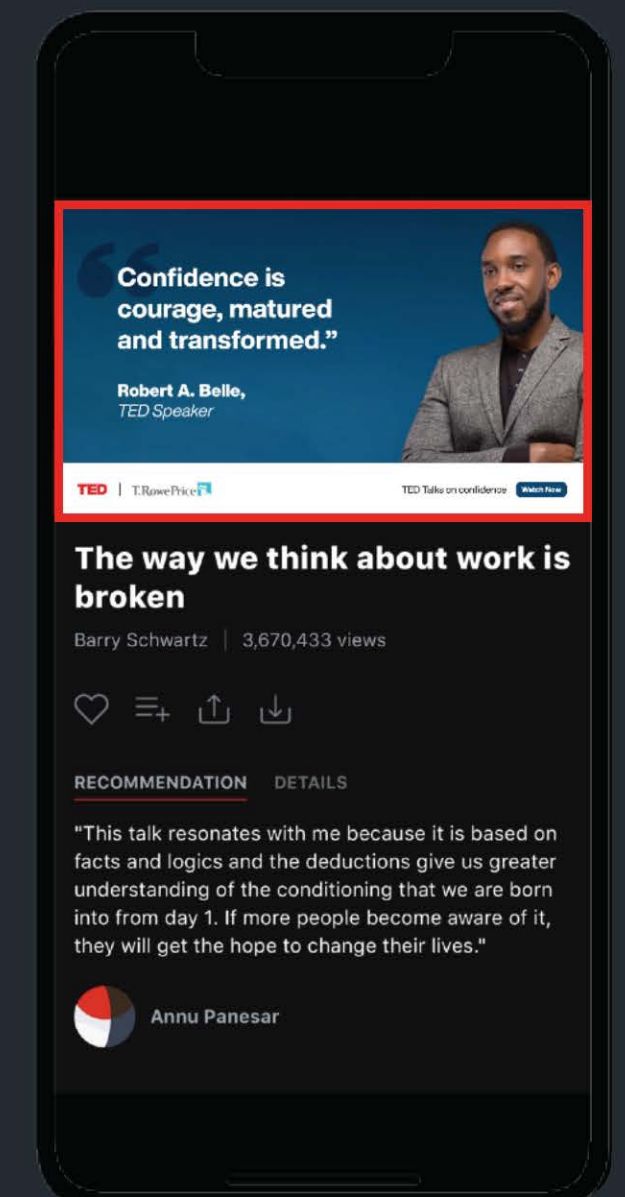
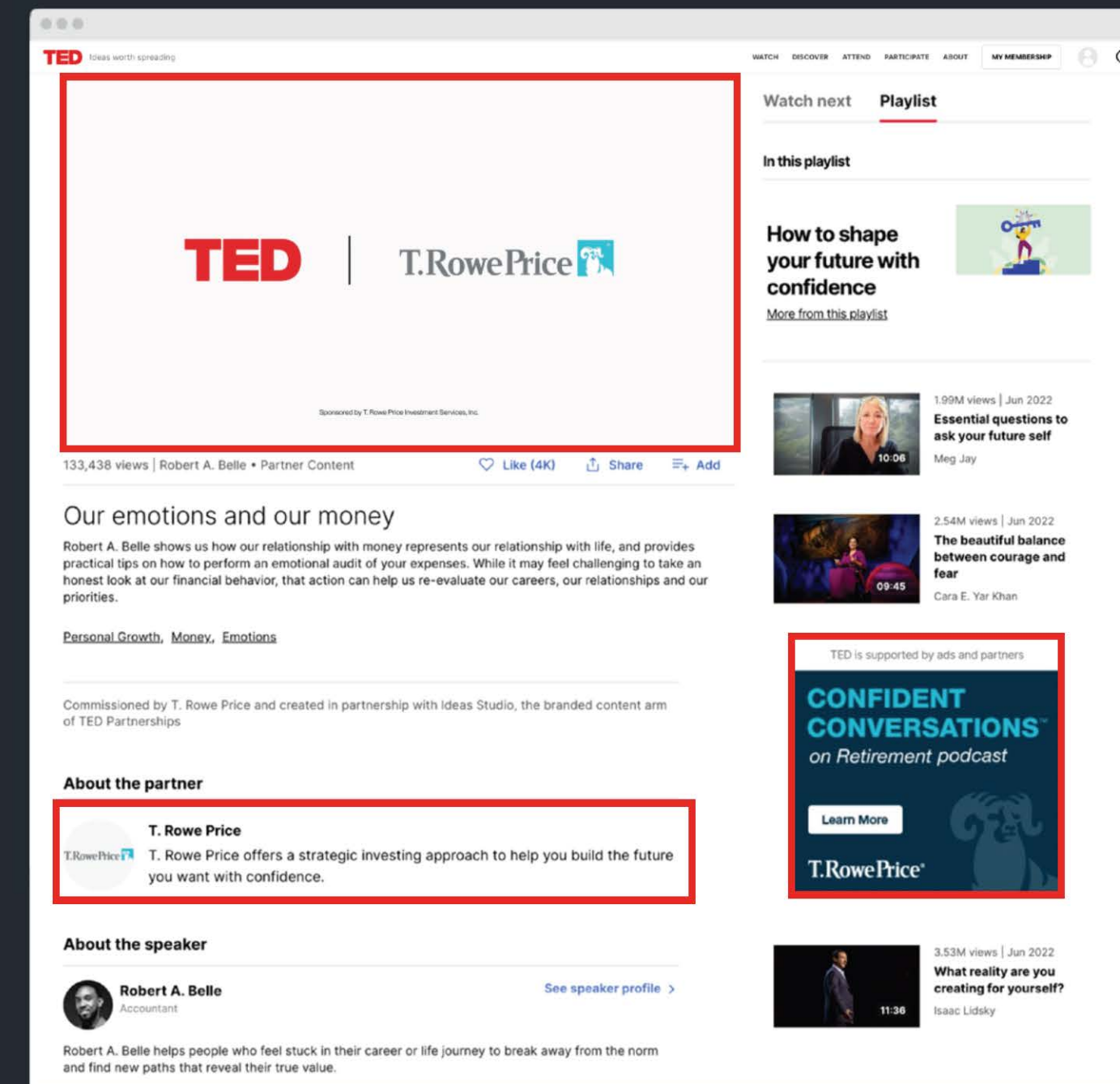
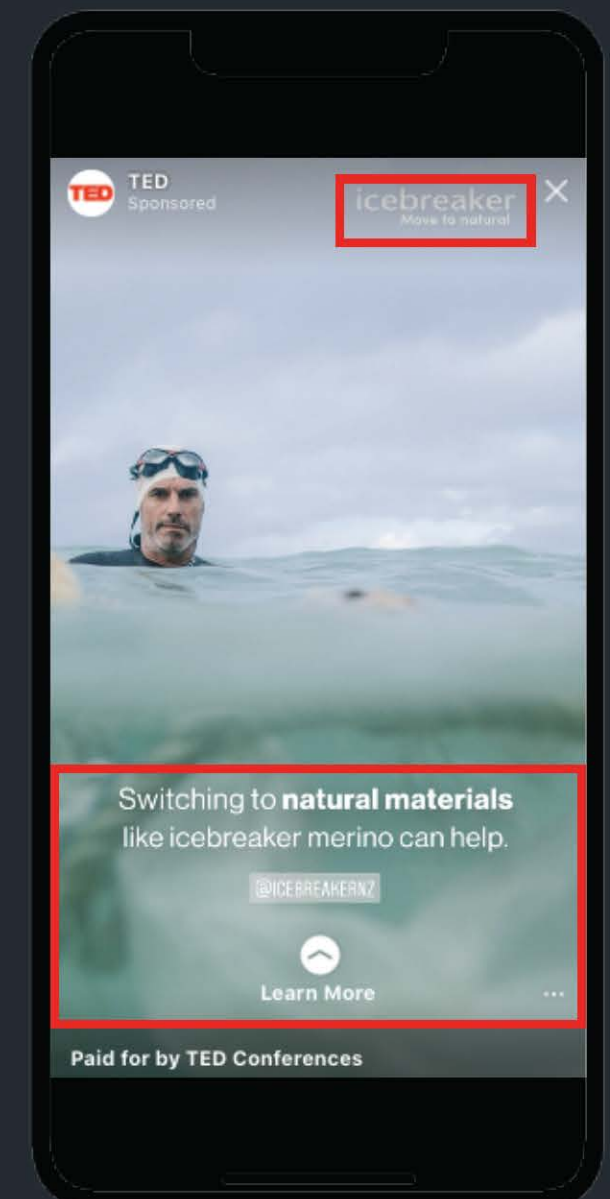
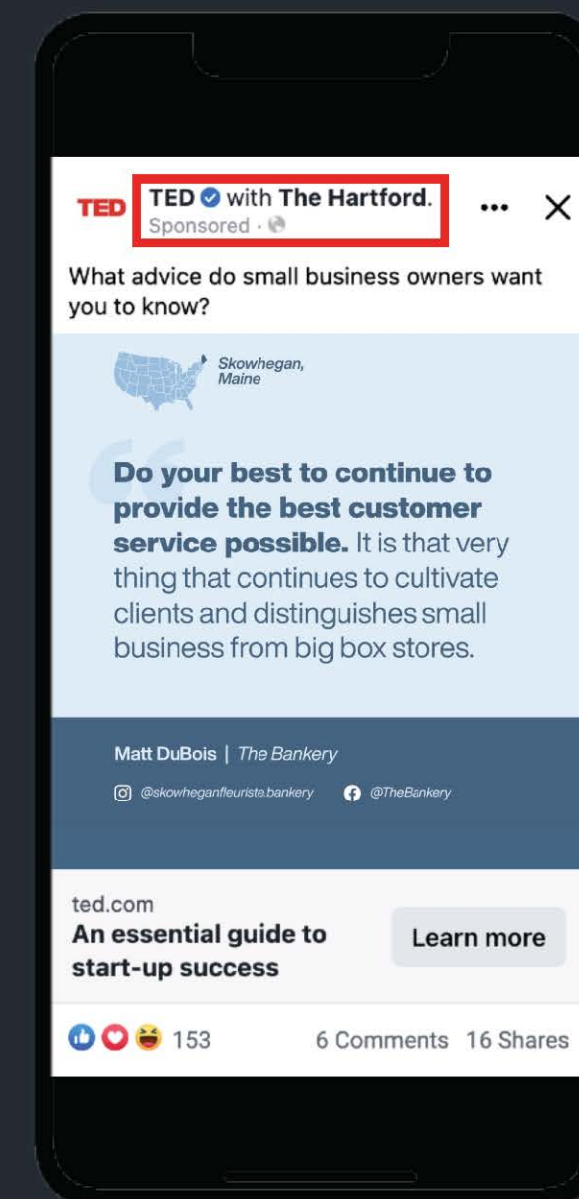
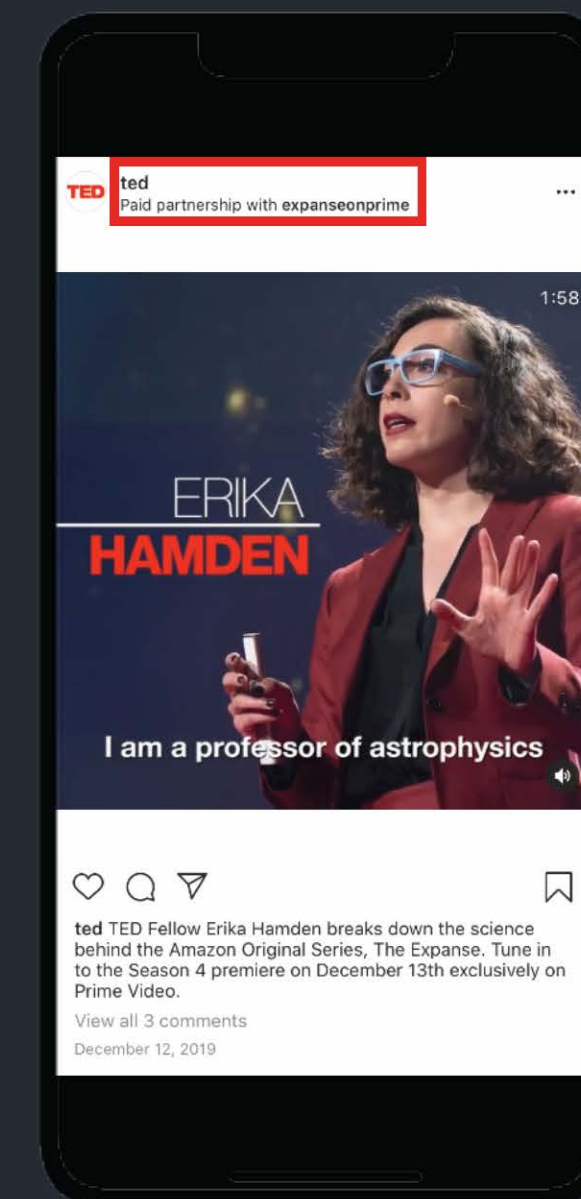


Custom Content Distribution

Collaborate with the TED Ideas Studio to unearth and share big ideas—in the form of short films—then amplify this content on TED.com, Facebook, Instagram, and YouTube.

DETAILS

- TED.com: homepage ribbon, targeted playlist, TED Talks Daily newsletter, and content sponsorship (pre- and/or post-roll)
- Social paid media (TED Amplify): Facebook and/or Instagram (targeting: location, interests, demographics, and behaviors)
- YouTube: pre- and/or post-roll targeting (age, gender, device, geo, language) across TED, TEDx, and TED-Ed channels



TED Audio Collective

The TED Audio Collective is a matchless suite of innovative podcasts from a global cohort of TED speakers and thought leaders.

AD CREATIVE/FORMATS

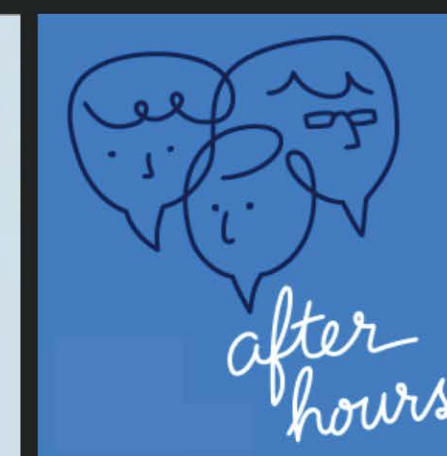
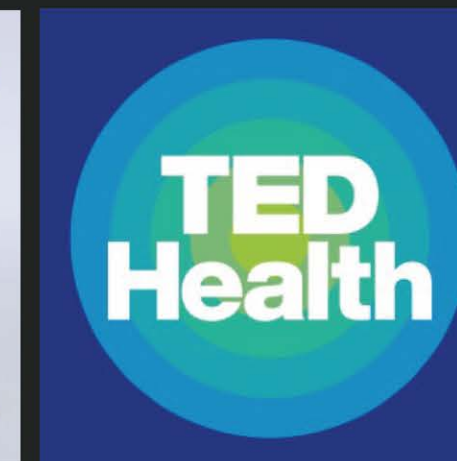
- Producer-read ad creative (pre-roll: :15 seconds; mid and/or post-roll: :30–:45 seconds)
- Host-reads (pre-roll: :15–30 second; mid- and/or post-roll: :45 second–2 minutes)
- “Audio short” crafted in collaboration with TED's editorial team to highlight partner story (pre-roll teaser: :15 second standard spot; mid and/or post-roll: 2–3 minutes)
- “Host-led audio short” crafted in collaboration with host to highlight partner story (pre-roll teaser: :15 second standard spot; mid and/or post-roll: 2–3 minutes)

DISTRIBUTION

- Run of podcast, bundle, or collective; dynamic pre-roll and post-roll opportunities; geo & thematic targeting; standard ad copy recording (:15 and :30 seconds)
- Exclusive sponsorships
- Episode takeovers

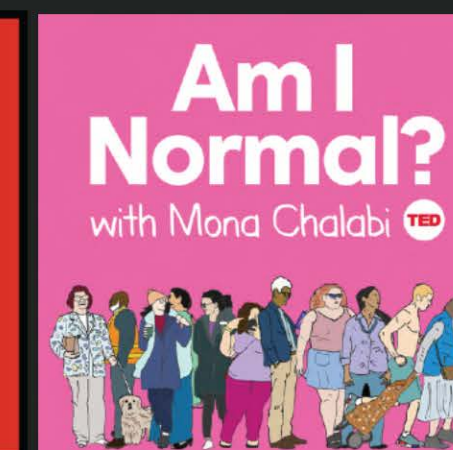
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HEALTH & WELLNESS



BUSINESS & TECH

CULTURE & COMMUNITY



Available on:



Editorial Social

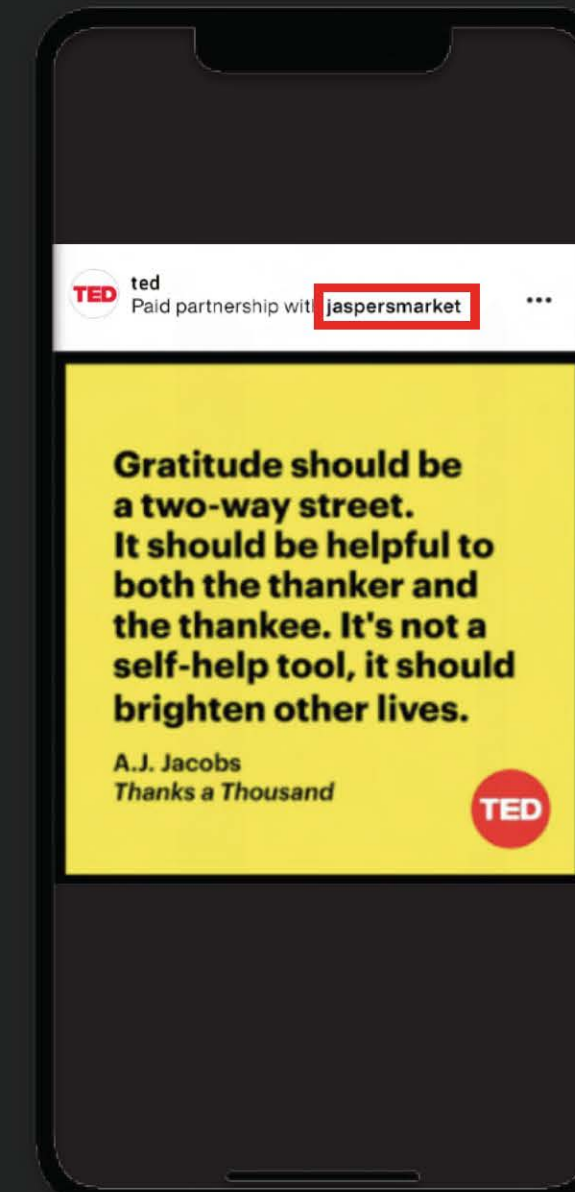
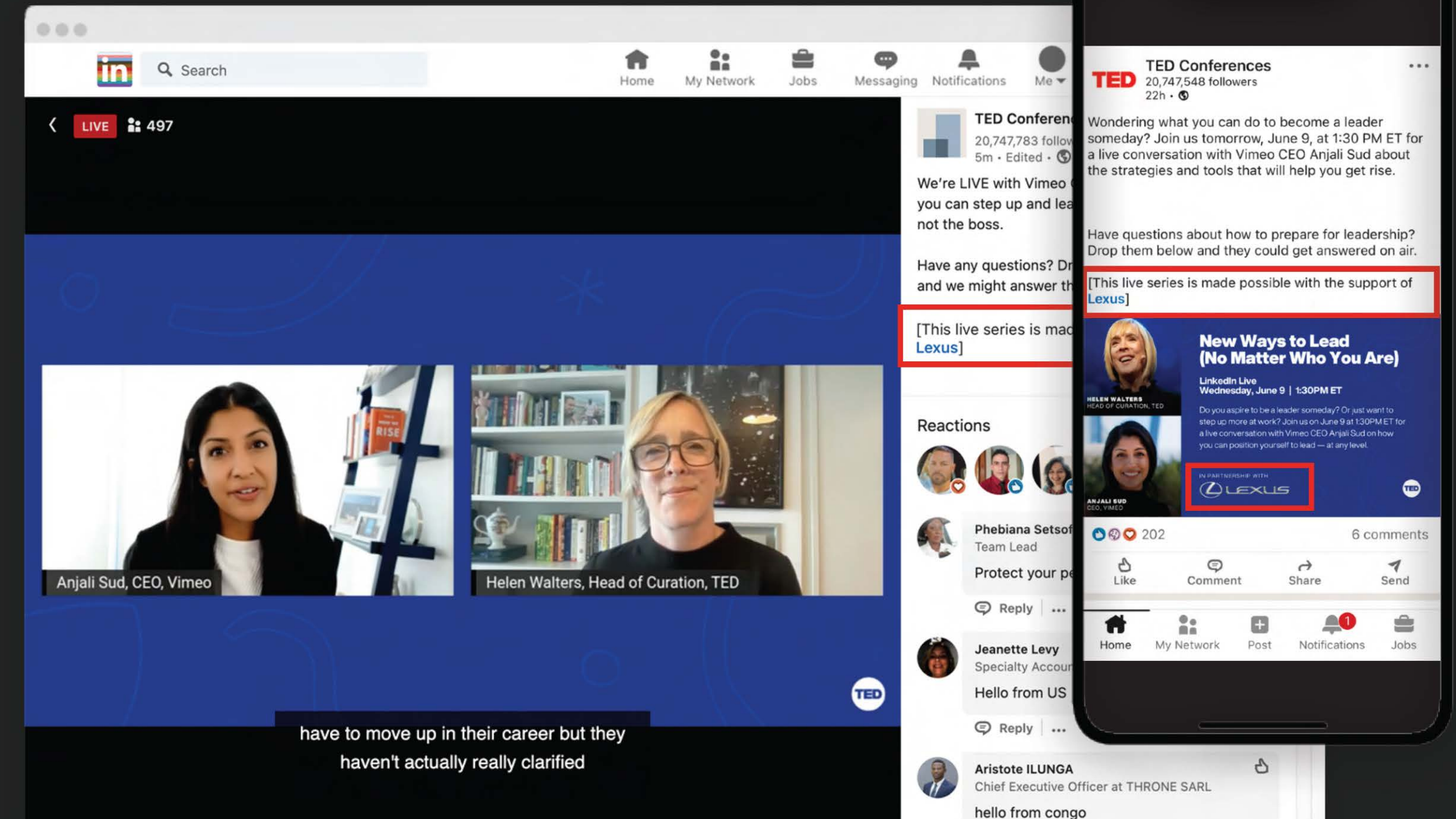
TED is a force on social media, with millions of followers. Sponsor content on TED's main feeds to reach a global audience of world changers and business leaders.

LINKEDIN

- “LinkedIn Live” conversation series with partner co-branding, tag, and verbal shout-out (highlight your thought leadership for an additional investment)
- Short video series of edited clips of TED Talks around a theme of your choice
- LinkedIn post on TED's main profile page with partner tag and logo (requires larger investment in editorial program)

INSTAGRAM

- Instagram post/story on TED's main feed/channel with partner tag (requires larger investment in editorial program).





TED

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