

# 2020 PODCAST SERIES

Podcasts represent a unique selling opportunity as they allow sponsors to reach buyers directly. Our podcast interviews specialty industry leaders on topics of **trends, business, best practices, pitfalls**, and what the **future holds**. Listeners download the content for educational purposes. Each episode provides a well-rounded marketing plan:

- Company listing in the show notes with clickable link on Itunes Podcasts app, Stitcher and appropriate websites.
- Exclusive editorial coverage within issue of appropriate magazine, would include sponsor logo or company name in text.
- Inclusion in eblast promoting the podcast, all banner ads in eblast exclusive to sponsor to specialty audience email subscribers



## WITHIN PODCAST

### **Podcast Advertisements:**

- 15-second pre-roll sponsor advertisement, this can be provided to us by sponsor or can be read by our podcast production team
- 30-second mid-roll sponsor advertisement, this can be provided to us by sponsor or can be read by our podcast production team
- 10-second sponsor tag at the end of the podcast