

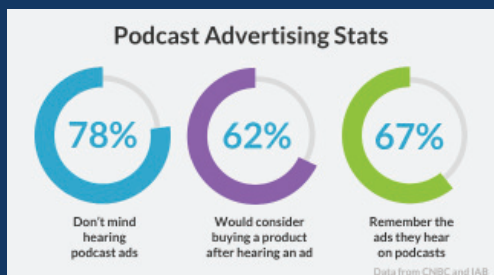
Advertising on a Podcast is a Slam Dunk.

I can hear you thinking,
"You don't say..."

But it really is. And it's not just me saying that. Here are the numbers...

The data below is from Infinite Dial 20, The Nielsen Company

- Nearly 60% of the US population listens to podcasts, 25% listen to a podcast weekly
- Most don't skip ads because they are integrated into the episodes and read by the host
- Almost 50% have household incomes of \$75k+ (as well as 35% of the rest!), 45% have household incomes of \$250k+
- Listen to an average of 7 shows a week, with 80% listening to all or most of each episode
- 94% are more active on all social media channels, so are likely to follow companies
- Nearly 70% agree that ads made them more aware of products or services and 54% think about buying them
- Brands that advertise have seen a 14% rise in purchase intent



Advertising Opportunities on You Don't Say...

The numbers don't lie.

Promoting your business on a podcast is a game changer.

You Don't Say... is carried on all major podcast apps and has a national and global reach. And when you sponsor via an In-Podcast Spot, we'll place a text link in the episode notes, which appears on the website and wherever the cast is syndicated to.

We can also help out with copy writing and design if you don't have any promo copy or banner ads, or if you don't currently work with an agency to produce that type of creative. Let us know and we can give you a quote for development of either.

Business Podcast Feature - \$495

Do you have an interesting story about your career, what lead you into the line of work you're in or what lead you to start the business? Does your business provide unique services or products? Let's talk about it! We can put together a 45 to 75 minute podcast focused on positioning you as an influencer and your business as one that people need to engage with. Drop me a line and let's discuss!

Email Blast Banners

You Don't Say... sends out a monthly email blast highlighting recent episodes. The email is delivered to several hundred loyal subscribers with an open rate of approx. 40%.

Top of email (two spots)

- 1 mo. - \$50
- 3 mo. - \$150
- 6 mo. - \$285
- 12 mo. - \$540

Bottom of email (two spots)

- 1 mo. - \$40
- 3 mo. - \$120
- 6 mo. - \$220
- 12 mo. - \$440

In-Podcast Spots

(pricing listed as pre-roll/mid-roll)

- 30 sec. - \$25 / \$40
- 31-60 sec. - \$50 / \$70
- 61-90 sec. - \$70 / \$95
- 91-120 sec. - \$120 / \$150

The rates above are for a single episode.

We can also help with the copy writing at an additional investment of \$190 for up to a 90 second spot and \$275 for up to a 120 second spot.

Your promo will also be linked and hashtagged in the podcast notes. In-podcast spots are read by the host and will hold it's place for the life of the podcast episode. That's right. Once it's there, it's there for good.

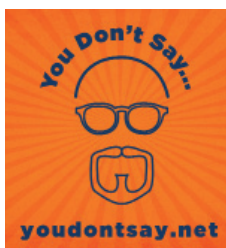
Website Ads

Home Page Header (4 slots)

- | First Position | Second through Fourth |
|---------------------|-----------------------|
| ○ 1 month - \$50 | ○ 1 mo. - \$40 |
| ○ 3 months - \$150 | ○ 3 mo. - \$120 |
| ○ 6 months - \$285 | ○ 6 mo. - \$225 |
| ○ 12 months - \$540 | ○ 12 mo. - \$430 |

Podcast Page Header

- 1 mo. \$45
- 3 mo. \$135
- 6 mo. - \$255
- 12 mo. - \$490



Get Your Story Out There!

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youdontsat.net

*You Don't Say... is a production of
LeftBrainRightBrain Marketing.*