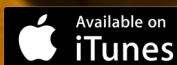## EDGE OF THE WEB

SPONSORING THE PODCAST

WHY SPONSOR?

Reason #1 - Captive, Targeted Audience

With the Edge of the Web Radio podcast, you have a captive, engaged and highly TARGETED audience with a guaranteed reach because they are choosing to listen and at a convenient time for them.

Marketers listen to the podcast while commuting, working out, doing chores and more. This makes podcasts one of the most powerful reaching medias available today.
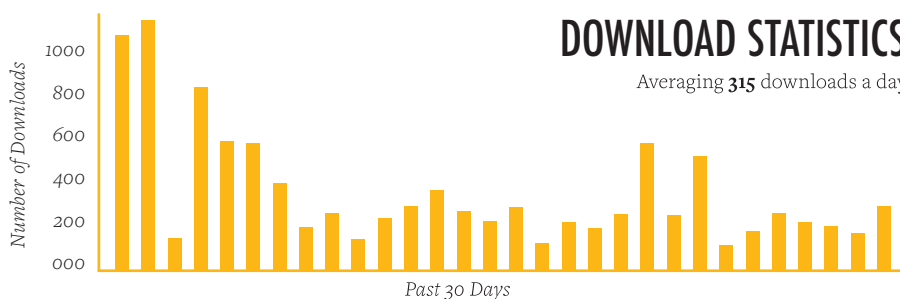
Reason #2 - Guaranteed Reach

You will know precisely how many people listened to the episode with your message.

Reason #3 - Credible Referrals

With Edge of the Web, you have an audience who knows, likes and trusts Edge of the Web and the host, Erin Sparks. When he recommends a product or service, the Edge of the Web audience listens and take action.

Averaging **700** *listeners per episode within the first* **30 days.**

DOWNLOAD STATISTICS

Averaging **315** downloads a day

Number of Downloads — 1000, 800, 600, 400, 200, 000

Past 30 Days

FUTURE GUESTS:

Larry Kim of Wordstream (2/9/17)
Robert Rose of the Content Marketing Institute (4/6/17)
Jeff Bullas (6/1/17)

PAST GUESTS:

Rand Fishkin of Moz (Ep. 196)
Oli Gardner of Unbounce (Ep. 176)
Neil Patel a New York Times best seller (Ep. 174)

PRICING MODEL

MENTIONS: $300 per show
- (2) 30 second in segment live reads, to be read after news intro in segment 1, then end of segment 2 prior to segment 3 tease.

FEATURE: $750 per show
- Minimum 5 minute, maximum 15 minute full segment guest (industry expert) appearance to be featured in interview style. Preprepared questions will be sent over to the guest 48 hours prior to appearance. *The guest can send over their suggested questions as well 48 hours prior to appearance.*
- EdgeOfTheWebRadio.com fixed banner ad

TITLE SPONSORSHIP: $1,250 per show
- Company name and website address mention within the Main Voice Over Talent Top of Show Introduction. Same mention within each segment introduction/rejoin
- (1) 30 second live read at the end of segment 1 prior to segment 2 tease
- Bi-weekly 5-15 minute segment feature
- EdgeOfTheWebRadio.com fixed banner ad

* Suggestion on minimum commitment of 12 shows or 8 shows.

EDGE OF THE WEB