

# Podcast

**\$1,000 per podcast | posted for 1 year**  
**\$1,000 set up fee for editorial involvement**

**Marketing** - Marketing Manager  
**Editorial** - Editor  
**Design** - Art Director  
**Website** - Director of E-media

## Overview

Podcasts can be custom-developed for your message. Hosted by our chief editor, custom podcasts feature a one-on-one interview with industry leaders that provide insights into critical, current topics. These can be a one-time interview or part of a series that dissects industry developments. Podcast sponsors provide branding, association with delivery of intelligent content, and embedded direct response opportunities. In addition, we can host your previously recorded podcasts on our site.

## Program Features

- Single or multi-sponsored
- 15-second audio commercial
- 100x300 ad unit with URL link
- Customized registration form to access podcast
- Marketing support campaign included
- Lead-retrieval options

## Roles & Duties

### Client

- Define the expectations
- Provide materials
- Meet approval times

### Sales

- Inform client of timeline
- Manage final approval

## Specs



← Audio: 15-seconds

## Timeline

