

Innovative branding

Radio magazine reports on the latest news in broadcasting in a weekly podcast. During each five-minute podcast, Radio magazine reports on breaking developments, industry events and business transactions and sometimes includes exclusive audio clips to provide the must-have information readers and listeners want in an easy-to-access format. Visitors can listen via an online embedded Flash player or download the podcasts as an audio file.

By sponsoring the podcasts, you can build strong brand recognition, position your company as leading-edge, and connect with a truly engaged audience that chooses to access/download the podcast.

EXCLUSIVE SPONSOR RECEIVES:

- All three rotating banner ads on podcast landing page (728x90, 300x250, 125x125)
- Logo placement on podcast cover page (120x60)
- Branding on podcast player via embedded Flash player (300x250)
- Additional ROS exposure in 728x90, 300x250 and 125x125 ad units

SPONSORSHIP COST: \$1,000/MONTH

UPGRADE YOUR SPONSORSHIP:

Add a 60-second pre-roll and a 60-second post-roll message to the audio podcast itself for an additional \$500/month. Receive lasting exposure when your message is archived with the podcast on the website.

UPGRADED SPONSORSHIP COST: \$1,500/MONTH

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Sample podcast landing page.



Sample embedded Flash player.