



**CONVERSIONS WITH MARK BAUERLEIN  
2023 PODCAST RATE CARD**

Average 25,000 plays per podcast

Podcasts are released and posted every Monday & Thursday

**Pre-Roll Sponsorship**

- \* QUARTERLY: \$3,840 - 24 podcasts per quarter
- \* SEMI-ANNUAL: \$7,680 – 48 podcasts per 6 months
- \* ANNUAL: \$15,360 - 96 podcasts per year

**Mid-Roll Sponsorship**

- \* QUARTERLY: \$4,800 - 24 podcasts per quarter
- \* SEMI-ANNUAL: \$9,600 – 48 podcasts per 6 months
- \* ANNUAL: \$19,200 - 96 podcasts per year

**Post-Roll Sponsorship**

- \* QUARTERLY: \$2,880 - 24 podcasts per quarter
- \* SEMI-ANNUAL: \$5,760 – 48 podcasts per 6 months
- \* ANNUAL: \$11,520 - 96 podcasts per year

**FLAT RATE ADVERTISING (pricing is per podcast):**

Pre-roll: 15-30 seconds	\$200 flat fee
Mid-roll: 60-seconds	\$250 flat fee
Post-roll: 15-seconds	\$150 flat fee

**AD SCRIPT:**

- Provide in a Word document:
- 15-30 second pre-roll - 60 word maximum
- 60-second mid-roll - 120 word maximum
- 15-second post-roll – 30 word maximum