

FIRST THINGS

The Editor's Desk

THE EDITOR'S DESK – R. R. RENO 2023 PODCAST RATE CARD

Average 23,000 plays per podcast

Podcast released and posted every Thursday

Pre-Roll Sponsorship

- * QUARTERLY: \$1,920 - 12 podcasts per quarter
- * SEMI-ANNUAL: \$3,840 – 24 podcasts per 6 months
- * ANNUAL: \$7,680 - 48 podcasts per year

Mid-Roll Sponsorship

- * QUARTERLY: \$2,400 - 12 podcasts per quarter
- * SEMI-ANNUAL: \$4,800 – 24 podcasts per 6 months
- * ANNUAL: \$9,600 - 48 podcasts per year

Post-Roll Sponsorship

- * QUARTERLY: \$1,440 - 12 podcasts per quarter
- * SEMI-ANNUAL: \$2,880 – 24 podcasts per 6 months
- * ANNUAL: \$5,760 - 48 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