



**CONVERSTIONS WITH MARK BAUERLEIN
2024 PODCAST RATE CARD**

Average 14,000 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