

Podcast Show Sponsor Document



The BLOCKCHAIN360 PODCAST IS AVAILABLE ON:



As well as the Blockchain360 website: www.Blockchain360.co

WHY SPONSOR?

1. Reason #1 – Captive, Targeted Audience

As a sponsor of this program you will realize the following benefits:

With the Blockchain360 podcast, you have a captive, engaged and highly TARGETED audience with a guaranteed reach because they are choosing to listen and at a convenient time for them. Our audience listen to the podcast while commuting, working out, doing chores and more. This makes podcasts one of the most powerful reaching media's available today

2. Reason #2 – Guaranteed Reach

Due to the specific nature of the podcast, you are reaching individuals who have a high degree of interest in blockchain. You are not wasting money on passive individuals.

3. Reason #3 – Credible Referrals

With the Blockchain360 podcast, you have an audience who knows, likes and trusts Blockchain360 and the host, Bryant Nielson, and when he recommends a product or service,

GUARANTEE

Guaranteed at least 2,500 highly targeted Podcast downloads per episode.

While we are able to track downloads, we are not able to track listeners, as many stream their podcasts. iTunes and Google Play do NOT release the number of streams, so this is the best metric available. 100% satisfaction of the "About Our Sponsor" audio prior to release.

The Blockchain360 Podcast averages about 10,000 downloads per month downloads to the podcast. To reach 10,000 through traditional media, you would make significant investments. Our program puts you in front of a very targeted audience with a specific desire for Blockchain enthusiasts.

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EVERGREEN MARKETING

- Blockchain enthusiasts are finding out about Blockchain360 daily and going back and listening to every episode. They are also sharing and recommending it to others
- You have the incredible opportunity to join us now and maximize your ROI.
- This also means your sponsorship is constantly being heard by new ears, long after an episode goes live.
- Additionally, we are consistently reporting our episodes to our social media channels and attract new listeners for shows that were previously released.

PODCAST FREQUENCY

New episodes are released every week and run 40-60 minutes. Each episode has a dedicated web page with supporting information including show notes, links and potential advertisements.

The show an online podcast. As a podcast, listeners can subscribe to the program, which means they automatically receive new episodes whenever they are released. They can listen to them at their leisure on any MP3 player, such as the iPod, or a desktop computer or a car stereo. This makes it a true, on-demand audio experience — many in our audience listen to the podcast in their cars during their daily commute, on trains, or in subways.

PODCAST EXPOSURE

We have primary search engine placement for the terms “Blockchain360” and “Blockchain Podcast” in all major search engines including Google, Yahoo and Bing. In addition, we place very highly for many other similar search terms. We have placements in all major and most minor podcast show directories, including iTunes.

The current “**Industry Standard**” podcast sponsorship is a combo **15-second Pre-Roll** and a **60-second Mid-Roll**.

Pre-Roll: Prior to launching into the main content, the host will talk about the sponsor’s product or service for 15-seconds. On Blockchain360, our Pre-Rolls are right after the intro music.

Mid-Roll: A lot more flexibility here. Typically inserted somewhere in the 50 – 70% mark of the podcast episode. The host will talk about the sponsor’s product or service for 60-seconds this time, often sharing a personal story if possible. On Blockchain360, our Mid-Rolls are close to the 70% mark on most episodes.

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BLOCKCHAIN360 ALLOWS ONLY 3 SPONSORS PER EPISODE

We will only partner with sponsors that we believe add value to our listeners.

SPONSOR PRICING

Our sponsors are currently paying \$500 per episode (1 episode per week) with a 1-month minimum - \$2,000. For Sponsors seeking longer sponsorship's, we offer a 3-month Sponsorship package \$5,500. Sponsors get both a 15-second pre-roll AND a 60-second mid-roll advertisement in each episode.