

Leading With Purpose – Empowering Talk Radio

Advertising/Sponsorship Opportunities

Revised: April 2016



Show Summary: Leading With Purpose – Empowering Talk Radio is an internet-streamed, bi-weekly radio program aired in 17 different countries via the Toginet Radio Network. Hosted by Nathan R Mitchell, this empowering, engaging, and informative program, offers business owners, corporate execs, HR professionals, and industry leaders the strategies, implementation, and direction they need to get outstanding results while reaching their potential quickly and strategically.

Total LWP Podcast Downloads: 3.0 Million and counting...

Audience Profile

- 67% are Females, age 35-54
- 33% are Males, age 35-44 and 55-64
- 55% do not have kids at home
- 71% have attended or graduated from college
- 48% of listeners earn \$50,000 or more
- 12% of listeners earn \$125,000 or more

Toginet Website Totals (12-Months)

- Unique Visitors 851,911
- Number of Visits 4,238,034
- Page Views 26,465,136
- Bounce Rate 24.8%
- Avg. Time on Site 13:53

7 Reasons Why Internet Radio is a Media Buyer's Best Friend

In an economy where advertising budgets continue to shrink, media buyers are constantly asked to do more with less, while showing an even great ROI. So, what's a media buyer to do? Take advantage of one of the fastest growing, most easily targetable markets on the horizon today – Internet Radio. Internet Radio can be the answer to a buyer's prayers for many reasons. Here are seven of our favorites:

1. Radio Makes Us Happier – Research has shown that radio fans enjoy their media more than television viewers or Internet visitors, so media buyers get an engaged listener that enjoys their media environment and remains faithful to the medium.
2. Recession Proof Growth Pattern – Unlike terrestrial radio, Internet stations enjoyed a stunning 30% growth last year in their listening audience, primarily driven by mobile app technology, smart phones, and tablets.
3. Less Saturated Market – Internet radio runs far fewer ads per hour than land-based radio, so listeners aren't annoyed by constant bombardment of ad-noise.
4. Demographic Sweet-Spot – Internet radio listeners skew disproportionately to higher income levels, and therefore have more disposable income to spend on your product or service.

5. Mobile Presence – With the advancements in technology, people can take their favorite stations with them anywhere, which means you, the marketer, get to go with them too.
6. More Precisely Targeted Ads – Internet radio advertising allows media buyers to target potential customers in an extremely specific manner.
7. Accurate Tracking – Source Stations like Toginet Radio & Global Broadcasting Networks, can track and monitor your ad's response based on factors such as number of podcast downloads, page views, and more. With this data, clients can more easily see how wisely every marketing dollar has been spent with respect to his or her bottom line.

Sponsorship Opportunities

When it comes to podcast advertising, it's important to point out that podcast downloads do not equal podcast listens. There's a big difference. Recent information suggests that only 5-10% of people who download a podcast listen to it in its entirety. That's why when it comes to your sponsorship dollars, I choose to err on the conservative side of things. My show is currently averaging 143,142 downloads per episode; therefore, I estimate that 7,157 actually listen to the download in its entirety.

With that being said, the standard rate for a 15-Second Advertising Spot on a podcast is \$18/1000 listens, or for my show, approximately \$130 per episode. The standard rate for a 60-second Advertising Spot on a podcast is \$25/1000 listens, or for my show, approximately \$179.00 per episode.

Bronze Package: \$250 (per-month sponsorship; 2 shows per month; 3-month commitment)
Total Investment \$750

- One live 15-Second Pre-Roll mention by host ("this segment is sponsored by the XYG Group," etc.)
- One banner ad on LWP – Empowering Talk Radio Host Page, with a link to sponsors website

Silver Package: \$350 (per-month sponsorship; 2 shows per month; 3-month commitment)
Total Investment \$1050

- One 60-Second Pre-Roll mention by host ("this segment is sponsored by the XYG Group," etc.)
- One banner ad on LWP- Empowering Talk Radio Host Page, with a link to sponsor's website
- Banner ad on the host's blog with link to sponsor's website

Gold Package: \$500 (per-month sponsorship; 2 shows per month; 3-month commitment)
Total Investment \$1500

- 60-second professionally produced commercial spot aired once during the live broadcast
- One banner ad on LWP – Empowering Talk Radio Host Page, with a link to sponsor's website
- Banner ad on the host's blog with link to sponsor's website
- The ability for the sponsors to use the 60-second commercial for their own purpose