

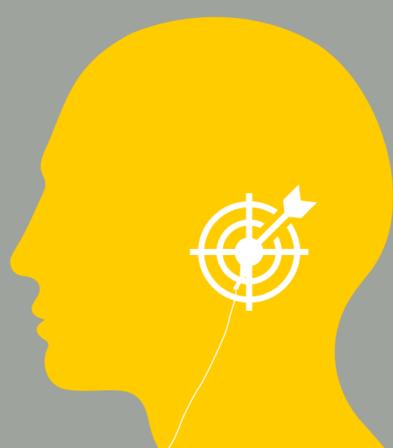


PRIMAL BLUEPRINT

PODCAST RATE CARD

Why Choose Podcast Advertising?

Podcasting has become one of the biggest new forms of media out there next to TV, Radio, and other online entertainment. **With a podcast sponsorship, you gain intimate access to a loyal, captivated audience.**



Who's Our Audience?



Cost Breakdown



Average of 9,000 downloads per show.

CPM = Cost per thousand unique listens.

Industry average rates are: \$18 for pre-roll and \$25 for post- or mid- roll.

Pre-roll: \$18 per CPM x 9 = \$162
 Mid-roll: \$25 per CPM x 9 = \$225
 Post-roll: \$25 per CPM x 9 = \$225

12 Small Blog Episodes (including pre- and post-rolls)
 Pre-roll (\$162) x 12 episodes = \$1,944

4 Full Episodes (including pre-, mid- and/or post- rolls)
 Pre-roll (\$162) + Post-roll (\$225) OR
 Mid-roll (\$225) = \$387 x 4 episodes = \$1,548

16 episodes total
\$1,944 + \$1,548 = \$3,492

Total Monthly Cost = \$3,492

Contact

For questions or comments, reach out to us at:



Daniel@primalblueprint.com



Leslie@primalblueprint.com

How Big Is Our Audience?



The Primal Blueprint Podcast is consistently one of the top ranked podcasts in the health and fitness category

OVER 3 MILLION

total downloads to date

OVER 300,000

average downloads per month

What Do You Get With A Sponsorship?



Pre-roll message at the beginning of every episode you sponsor that mentions your product or service



Either a post- or mid-roll message in every episode, detailing greater information about your product or service



Mention on every show notes page of every episode you sponsor, including your logo and site link



Exposure to one of the largest Paleo/ancestral health audiences in podcast radio

What does an average ad placement look like?



MDA Blog Post Episode (12 per month)

Pre-roll

Sponsor A

Sponsor B

Full Length Episode (4 per month)

Pre-roll	Mid-roll	Post-roll
Sponsor A	Sponsor A	
Sponsor B		Sponsor B

Sponsorship Packages

Each sponsorship is for a three month commitment