

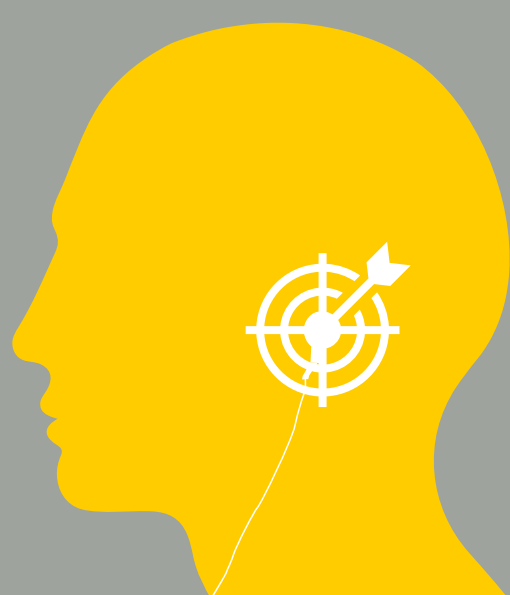


# PRIMAL BLUEPRINT

## 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