

THOUGHT LEADERSHIP

Sponsored Podcasts

Three Options to Boost Brand Awareness and Promote Your Expertise

Your Brand and Solutions Take Center Stage



Sponsored Podcast – Add your company’s 30-second message to the open and close of our “Innovations in Education” podcasts for added branding and exposure. Podcasts are featured on our website and promoted as the “Top Story” through our daily newsletters and across all social channels.

Custom Podcast – For extra brand exposure, our moderator will conduct a 15-minute podcast interview with your company’s thought leader – audio only.

Custom Video Podcast – For even greater visibility, we’ll conduct a 15-minute video interview with your company spokesperson. The video becomes yours to post and share.

PODCASTS – What You Get

- A dedicated project manager to coordinate your podcast sponsorship.
- Website posting within our podcast section.
- Podcast promotion in (2) newsletters
- (4) social promotions across all channels
- Broadcast rights to audio and video files
- Full set up and logistical support.
- Podcasts posted on iTunes, Google, Stitcher, Amazon and more.

Rates:	Sponsored Podcast	\$1,500
	Custom Podcast	\$5,000
	Custom Video Podcast	\$7,500