

## Drive engagement sharing your expertise.

### Types of Podcasts

Choose your preferred method of educating the industry.

- Sponsor participates in a five (5) minute editorial interview exclusively focused on the suppliers product innovation.
- Sponsor aligns their brand with an editorial driven podcast with an industry leader.

### Who You Reach

Qualified R&D Professionals across multiple media channels.

- 21,000 Magazine Subscribers
- 24,000 Daily Newsletter Subscribers
- 34,000 Dedicated E-blast Subscribers
- 77,000 Monthly Website Visitors
- 52,000 Registered Website Users
- 71,000 Social Media Followers

### Direct Leads & Reporting

- Anyone who selects “Listen” to hear the podcast will generate a lead
- Leads are available real time with daily access to the report
- Final report will be submitted 1 week after the 4-week editorial push

### The Program

4-week Lead Generation and branding ride along. Podcast will be:

- Posted in the daily newsletter for a total of 3x as the sponsor
- Shared in our social media as the sponsor

- Published on the website
  - Logo will be placed on the podcast website page
  - Company name will be listed as “Sponsored by Company Name” (no logo).
  - Listed on the home page (4-5 days)
  - Listed under description of podcast on the list pages
  - Listed under author name on detail page
  - Listed on podcast graphic or next to podcast/video file
- Included in the digital magazine as an exclusive content
- Included in an e-blast to qualified subscribers

### Material Needed:

Logo, 300 dpi & Company Name to be listed.

### Rate: \$3,525

*Must book at least 6 weeks before the run date.*

*Material is due 4 weeks before the run date.*

