Podcast Sponsorship Package
The Mission:

Draw consumers and business owners together to ignite the global black economy.

Buy Black Podcast is a mixed format, once per week podcast which interviews a successful black business owner or entrepreneur each episode. Its focus is to deliver actionable business lessons to entrepreneurs, independent creatives, and aspiring business builders.

Our show is the only one of its kind, with a unique brand and format designed to attract listeners who want to spend money in Black-Owned Businesses.

Our listeners are black business owners, entrepreneurs, and socially conscious consumers of all races who want to find and support businesses like yours.
Why Advertise On Podcasts?

“According to results of a new comScore study, ads within a podcast were found to be the least intrusive when compared with other types of digital ads. And not only do listeners not mind hearing them—they act on them. The study of 2,000 U.S. respondents ages 18 to 49 found that two-thirds of listeners have acted on ads they heard in a podcast either by researching a product or service or by actually purchasing something they first heard about in an episode.”

“The demographics of listeners should also be appealing for advertisers: Nearly one in five Americans between the ages of 18 and 49 listen to podcasts at least once a month with one in three men ages 18 to 34 also claiming to tune in. Listeners tend to have a college education, $100,000 or more in household income and describe themselves as early adopters of tech, movies and consumer packaged goods.”

COMSCORE SAYS PEOPLE PREFER ADS IN PODCASTS OVER ANY OTHER DIGITAL MEDIUM

“65 percent of listeners said podcast ads increase purchase intent while another 45 percent said that they’re likely to visit an advertiser’s website after hearing an audio promo. Another 42 percent of listeners said they would consider a new product or service after hearing a plug for a brand, while 37 percent use podcast ads to help research brands.”

65% OF LISTENERS ARE LIKELY TO BUY A PRODUCT AFTER HEARING AN AD IN A PODCAST
Why Advertise With Us?

The answer is simple. **TARGETED REACH**.

We interview business owners and entrepreneurs who are leaders across various industries. More importantly, our listeners have self-identified as being motivated to support black-owned businesses.

Through our extensive featured guest network and our targeted audience, your products and or services will be heard by engaged consumers who **WANT TO SPEND THEIR MONEY** on your products or services.
The Buy Black Podcast Advantage

- **High Impact Advertising** – Our branding is *surgically targeted* to attract listeners who are looking for you.

- **Complementary Format** – Your message *seamlessly integrates* with our show’s purpose without getting lost in the content.

- **A Growing Podcast Still in Its Infancy** – You will always get more listens than what you’re paying for.

- **Evergreen Advertising** – Your message lives on long after it has gone live.

- **Bonus: Prestigious Positioning** – Buy Black Podcast’s standalone app (available in the Apple and Google Play stores) sets the show (and, by extension, its sponsors) apart from other podcasts only available by searching through cluttered directories.
Let The Numbers Speak

Our Stats

Growth:
• 100% Audience increase in the last 6 months

Listens Per Episode:
• Nov 2017: 152*
• Feb 2018: 201*
• May 2018: 303*

*Unique downloads w/in the first 30 days after episode release, 5 episode average.

Our Audience

• Audience dedicated to spending dollars in black-owned businesses
  – Owners, Entrepreneurs, Community Activists and thousands of consumers focused on finding and buying from you
  – 25-45 years of age who are emerging leaders who have disposable income
Live Read Package 1

A 45 second mid-episode endorsement from the host, either pre-written or improvised on your discretion.

$45 - $135*

*Pricing range based on the package minimum of 5 episodes & maximum of 15 episodes
Live Read Package 2

1. 15 second pre-roll presenting sponsorship:
   
   a. ex: “This episode of Buy Black Podcast is brought to you by *your company here* + company slogan / personal recommendation

2. 45 second mid-episode endorsement from the host, either pre-written or improvised on your discretion.

3. A written endorsement spot on each episode’s post on website as well as personalized written endorsements on social media posts.

4. Episode exclusivity (no live-reads for or endorsements of any other products will be performed during a sponsored episode)

$90 - $270*

*Pricing range based on the package minimum of 5 episodes & maximum of 15 episodes
Live Read Package 3

1. Exclusive advertising rights on the podcast(s) of your choice

2. 15 second pre-roll presenting sponsorship:
   a. Ex: “This episode of Buy Black Podcast is brought to you by *your company here* + company slogan / personal recommendation

3. 45 second mid-episode endorsement from the host, either pre-written or improvised on your discretion.

4. An additional 15 second post-roll presenting sponsorship:
   a. Ex: “Don’t forget, this episode of Buy Black Podcast was brought to you by *your company here* + company slogan / personal recommendation”

5. A written endorsement spot on each episode’s post on website as well as personalized written endorsements on social media posts.

6. Episode exclusivity (no live-reads for or endorsements of any other products will be performed during a sponsored episode or any other episode of the podcast for the duration of the sponsorship)

7. Twitter account links to your company’s site in the description, and episode announcements across all social media platforms include links/tags to your company’s website/social media account.

$270 - $810*

*Pricing range based on the package minimum of 5 episodes & maximum of 15 episodes
Other Opportunities

- Guest Co-host
- General sponsor per episode $15
- Product review (email for pricing)
Interested in advertising with us?

Email us at connect@buyblackpodcast.com
Call us at +1 501 703 0363