



**CANADA'S
PODCAST**

Canada's #1 podcast
for entrepreneurs

We talk to the entrepreneurs who are making it happen throughout Canada

Finally, a national podcast company that creates an active online community for entrepreneurs by entrepreneurs so they can stay connected locally and to let the world know how entrepreneurs in Canada make things happen!

Reach a loyal audience of local entrepreneurs, established business owners and innovative business-focused listeners throughout Canada. Canada's Podcast is all about community and connecting with others doing business! You can reach regional markets across British Columbia, Alberta and Ontario. Get close to the business drivers in Victoria, Vancouver, Edmonton, Calgary and Toronto. And we have a national coverage across Canada with many listeners in the United States and globally. Keep listening as Canada's Podcast continues to grow — more locations coming soon.

478,000+

Lifetime YouTube Views

2,700+

YouTube Subscribers

5,000+

Engaged Social Followers

8,500+

Monthly Social Impressions

\$75,000

Avg. Household Income

18-44

Age Demographic

50/50

Split Gender Demographic



Target Market:

Entrepreneurs & Business Owners

An entrepreneur or a small business owner is an individual who creates, organizes, and manages an enterprise with considerable initiative (and usually shouldering considerable risk alongside it).

They are a great segment to connect with.

- **They own more businesses:** 41 percent own two or more businesses
- **They create more jobs:** 32 percent employ five or more employees
- **They take their work outside of their home:** 43 percent work in an office as opposed to home
- **They stay in business longer:** 43 percent have been in business for more than ten years
- **They make more money:** 14 percent reported 2013 revenues over \$1 million

They are also the most optimistic profile, with 30 percent expecting “much higher” revenue in 2014. Connect with them using Canada’s Podcast advertising and sponsorship.



14%

Lift in purchase intent for brands who advertise in business podcasts

69%

Agreed that podcast ads made them aware of new products or services

Advertising Opportunities

Episode Advertising

\$1050

2 episodes
over 2 weeks

15-20 second pre/mid/post-roll message
in a podcast(s) that promotes your
products or services

We work with you on the script to get what you want
and have one of our hosts complete the voice over.
There is a small host voice-over charge.

Social Boost Coverage

\$1850

2 week duration

Social Boost podcast distribution. Paid
promotion can be pushed on YouTube, Facebook
& Instagram. A great way of enhancing the
media distribution of your podcast(s).

All of our podcasts are shared socially however, to get even
more coverage we offer a social boost option focused on
key local and/or national customers. We focus on the best
social channels for your brand and locations. For more de-
tails on this social/search boost option for your advertising
please contact us.

Sponsored Podcast

\$4500

per episode

**Your company will get a special episode
specifically dedicated to you and the
products and services you offer.** This is an
advertorial format where we interview you with
customized questions that tell the story you
want to the audience.

Production costs are not included in the media buy

Monthly Feature Sponsorship

\$9650

Per Month / Quarterly

Everything and the kitchen sink!
15-20 second pre/mid/post-roll messages.
Social boost. Sponsored podcast. Quarterly
online webinar event promoted by us.

Only 2 feature sponsorships available per quarter. Contact
us for more information. Production costs are not included
in the media buy

Advertising & Sponsorship Model

Sponsorship Components – 3 month timeframe

1. Intro/mid/post-roll on podcast

"Sponsored by sponsor — supporting Canadian business growth with innovative solutions....." or similar. National brand placement (banners) on web site and in-posted podcast format – (brand placement in the Podcast frame). We complete approximately 4 podcasts weekly. A minimum of 2 podcasts weekly and banners would be rotating on a regular basis.



2. Sponsored Podcast

Your company will get a special episode specifically dedicated to you and the products and services you offer. This is an advertorial format where we interview you with customized questions. We work with you on the questions and you prepare your answers in a casual conversation format. The episode consists of 10 questions and runs for about 30 minutes.



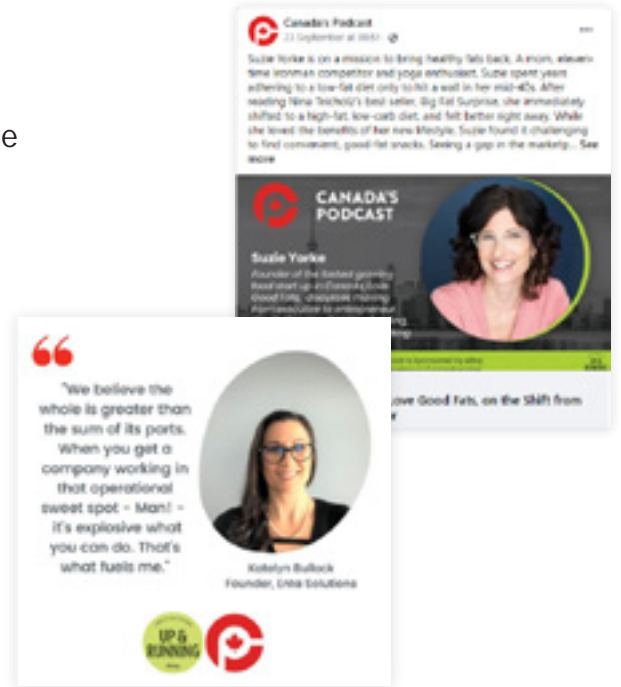
3. Social Boost podcast distribution

(YouTube, Facebook, Instagram)

All our podcasts are shared socially. To get even more coverage we offer a social boost option. This will increase your podcast coverage significantly.

4. Interviews with an entrepreneur/business (2) who is using the sponsors and successfully building their business

This is the best, most authentic, way to validate your content. Rather than an interview with a sponsor representative we interview an organization using the sponsors services.



Big brands have trusted Canada's Podcast to deliver their message to the audience that uses their services!



Interested in Working with Us?

If you think your brand would be a good fit with Canada's Podcast, don't hesitate to reach out to our team!

[Click Here to Contact Our Sales Team](#)