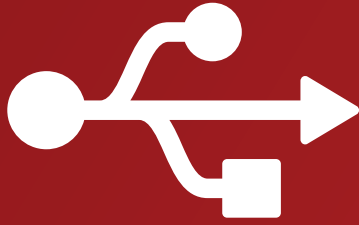




**CANADA'S
PODCAST**

**Canada's #1 podcast
for entrepreneurs**

**Advertising
and Sponsorship
Opportunities
Guide**

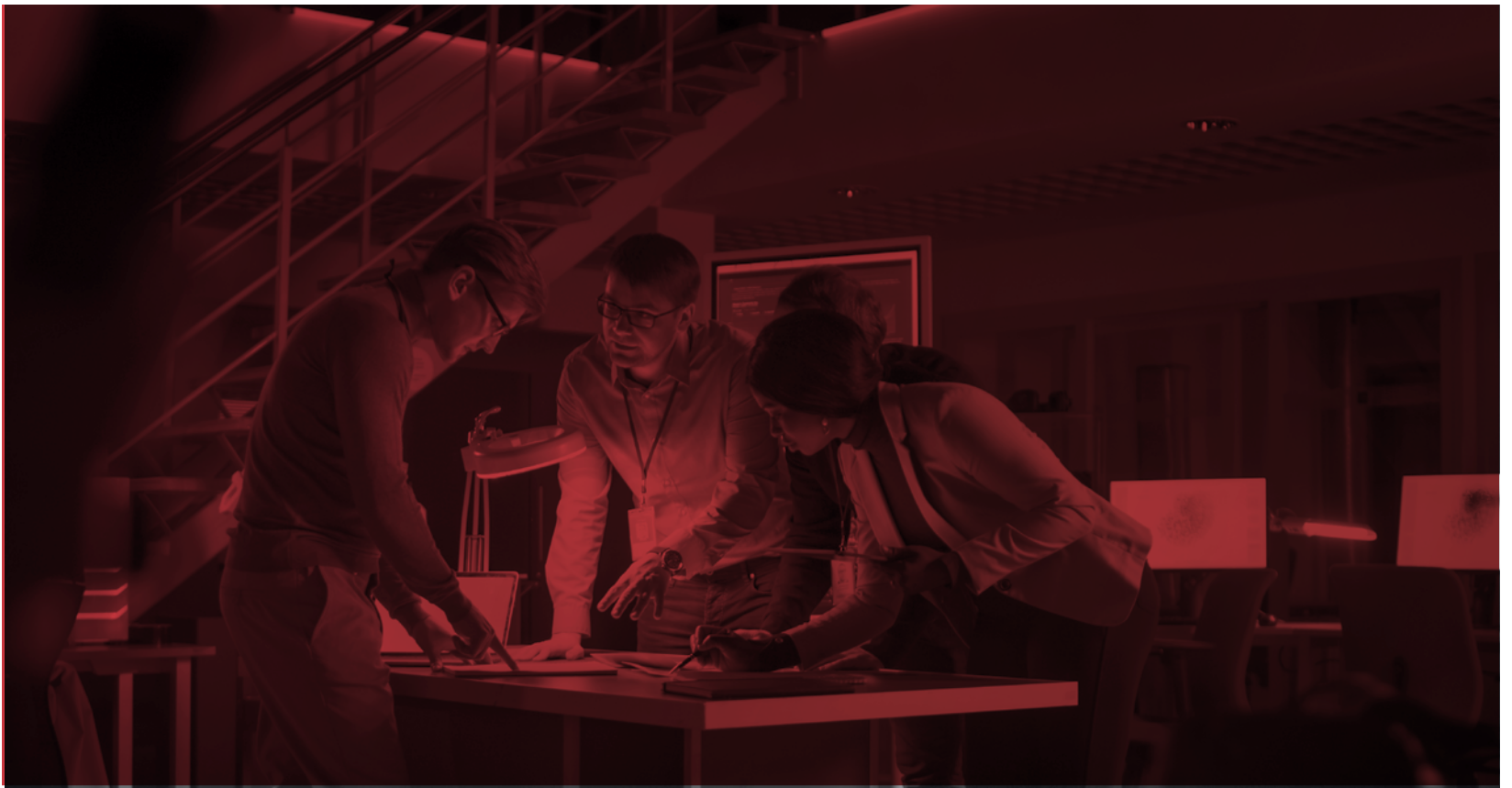


DIGITAL MULTI-CHANNEL MARKETING IS THE NEW INFLUENCER MEDIUM..

AND CANADA'S PODCAST DELIVERS



THE ADVENT OF COOKIELESS MARKETING will enhance the multi-channel model as membership/subscription becomes increasingly effective. In fact arguably multi-channel marketing that reaches out to a known user/subscriber base is likely the future of marketing. And we are almost there—with average 30% open rates with our subscribers/members.



THE TOP CANADIAN NATIONAL BUSINESS PODCAST FOR ENTREPRENEURS

REACH a loyal audience of 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, Saskatchewan, Manitoba, Atlantic Canada, Quebec and Ontario. Get close to the business drivers in local markets across Canada.



BENEFIT from the national coverage we have across Canada with many listeners and viewers in the United States and globally. Keep listening and viewing as Canada's Podcast continues to grow.



PODCAST ADVERTISING... BY THE NUMBERS

Let's begin with latest numbers. Current Metrics and Milestones for Canada's Podcast are fantastic, and they just keep on improving.

CANADA'S PODCAST LISTENER STATS TO DATE:

Lifetime YouTube Views

550,000+

Audio Downloads (Apple, Spotify, Podbean, etc.)

250,000+

Monthly Social Engagement

55,000+

Engaged Newsletter Subscribers

35,000

Avg. Newsletter Open Rate

30%

Avg. Household Income

\$75,000

Age Demographic

18-54

Split Gender Demographic

50/50 (APPROX.)

Increase in awareness monthly approx.

15%

Published over

750 episodes



PODCAST ADVERTISING HELPS YOU GENERATE MORE SALES LEADS

According to Podsights data, podcast lead conversion rates are better or at least on par with other channels, and average purchase conversion rates increased by 19 percent. There was also an increase in visitors who purchased from an advertiser’s website after hearing a podcast ad.

CANADA’S PODCAST ADVERTISING GETS GREAT RESULTS

So, let’s start with the facts. Here are some of the brands that have worked with to generate demand for our clients.





ACCESS AN ENGAGED AND MICRO-TARGETED AUDIENCE WITH PODCAST ADVERTISING

MICROTARGET

Podcasting is different. It is micro-targeted. As a result, CPM is less important than time spent listening or viewing the podcast. By adding podcast advertising to your marketing plan, you can capture a dedicated and highly focused audience and deploy some deep and more authentic marketing messages.

EXTENDED REACH AND REPETITION

When you buy a podcast and/or some episode advertising, it's a one-time charge. However, because our podcast episodes stay up online your ad is also there to be heard or seen for a long, long time. And listeners/viewers can replay episodes and you can link your site or emails to the podcast messaging.

HOW EFFECTIVE IS PODCAST ADVERTISING?

According to the Edison Research Super Listeners report, podcast ads are the most recalled ad types. This was corroborated by 86% of respondents. Podcast advertising has statistically shown to generate more than 4 times better brand recall in consumers than display ads. In a Nielsen survey, 70% of respondents reported that a podcast ad increased their awareness of a new product or service. This means that an overwhelming number of podcast listeners remember hearing an advertisement included in a podcast.



OUR TARGET MARKET: ENTREPRENEURS & BUSINESS OWNERS

They are a great segment to connect with:

- Our audience: 18 – 54 years of age, 50/50 split gender demographic
- 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

Connect with them using Canada's Podcast advertising and sponsored podcasts.

WHAT IS PODCAST ADVERTISING AND HOW DO YOU USE IT ON CANADA'S PODCAST?

EPISODE ADS

Podcast episode ads are the promotional breaks in the main podcast content. The ad is a pre-recorded pre and/or mid-roll message (normally 15-30 seconds) inserted into the content.

SPONSORED PODCASTS

You can also choose a sponsored podcast where you pay for your product or service, or business to be promoted during a podcast, normally in an infotorial format.

AFFILIATE PERFORMANCE ADVERTISING

Performance-based campaigns that allow you access to the Canada's Podcast audience to elevate your brand and generate qualified leads. And we share in your success with a performance fee.

PARTNERSHIP PODCAST

Partner with us to create your own featured podcast series over a longer period. A branded podcast series allows the audience to have value-rich authentic content and raises positive brand awareness.

RATE CARD

1. EPISODE ADVERTISING

15-30 second pre/mid/post-roll messaging. All our podcasts are shared socially. This will increase your coverage significantly. And you get website branding. We work with you on the script to get what you want and have one of our hosts complete the voice-over. And we include you in our Social Boost activities during the 4-week period. Finally, you get website branding.

\$1,050.00 (4 podcast episodes over a 4-week period with coverage on all our channels).

**There is an additional host voice-over and creative charge.*

2. EPISODE ADVERTISING AND BRAND PLACEMENT IN MONTHLY NEWSLETTER AND DAILY NEWSPOSTS

This is a 3-month sponsorship. You will have episode placement in 6 podcast episodes monthly. We produce a 15 and 30-second pre/mid/roll message for you. All our podcasts are shared socially. This will increase your coverage significantly. And you get website branding. You also get brand placement in our Monthly newsletter (35k subscribers) and 2 daily newsposts.

\$2,100.00 Pre-roll and Mid-roll ads (4 episodes over 1 month)

**There is an additional host voice-over and creative charge.*

3. SPONSORED NEWSCAST

This is a 5-10 minute interview that we script with you on a particular news item you want to share with our audience. With over 40,000 organic impressions monthly on our social channels and a monthly newsletter that goes to 35,000 (approx.) subscribers (with an average 30% open rate) as well as being featured on our podcast channels, this is a terrific way to get out your information out there in an authentic manner.



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DELIVERABLES

- 1 Sponsored Newscast (5-10 minutes in length)
- Posting on all our social channels
- Posting on our website
- Featured on our YouTube and podcast channels

\$2,850.00

4. SPONSORED STORY PODCAST/S

- Featured Sponsored Podcast/s (2) with Social Boost and Pre/Mid roll ads.
- You get two special podcast episodes (30 mins each) dedicated to you and the products and services you offer. This is an infotorial format where we will interview you and/or your customers with customized questions that tell the story you want the audience to know.
- You also get 6x10x15 second pre/mid-roll messages – which will run on all our podcasts. Additionally, we enhance coverage with our expanded social media boost podcast distribution to expand your audience in the geo-demographic you want. It will be pushed on YouTube, Facebook, Instagram, LinkedIn and TikTok.
- You also get website branding, episode advertising on your own podcasts and at least 4 others during the promotion period.
- Finally, you get advertising and content coverage in our newsletter to 35,000 (approx.) subscribers (with an average 30% open rate).
- As an example, RBC Insurance got over 35K views using this approach.

See <https://youtu.be/tAZbITmLAOg>

SUMMARY & PRICING

The total media purchase for the two sponsored podcasts will be as follows:

Sponsored podcasts (1) and pre/mid-roll ads (4), Newsletter ads and coverage, website branding and full social media coverage.

\$5,450.00

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**There is an additional host voice-over and production charge.*

5. PARTNER-LEVEL SPONSORSHIP

- Canada's Entrepreneur twice-monthly Newsletter , daily newscasts, a monthly newscast and three podcast episodes.
- This unique sponsorship opportunity allows you to sustain a prolonged appearance with our audience and, as you might imagine, this enhances your influence potential.
- We write two sponsored articles talking about you and how you are making it happen. The exposure in our monthly newsletter to 35,000 (approx.) subscribers (with an average 30% open rate) and on our website. In addition your brand is featured in our daily newscasts across our social channels. And you get web site branding.
- In addition you get three special news podcast episodes dedicated to you and the products and services you offer. This is an infotorial format where we will interview you and/or your customers with customized questions that tells the story you want the audience to know.
- Finally you are part of our 15-30 second pre/ mid-roll messaging on 6 podcasts monthly during this period.
- A 3-month sponsorship by e-bay brought over 600,000 views and impressions from across the country podcasts over a 3 month period.
- A great example how RBC Insurance influenced many entrepreneurs across the country with over 35,000 views of the videocast.

Keep your
doors open

"It has made all the difference being able to bring our physical store into the homes of more Canadian buyers."

—Eric, The Binnacle

Open your online shop →



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SUMMARY & PRICING

- Three news podcasts over three months covering Quebec, Ontario, Alberta, Atlantic Canada, BC and the Prairies.
- Brand featured in our pre-mid roll ads on selected podcasts over 3 months.
- Brand placement on our daily newscasts and web site
- Additional social newscast distribution for one week per month over 3 months.
- Web site banners on the Canada's Podcast web site
- The ability to place all the content on your own web site and social channels.
- Active social boost across the Canada's Podcast social network platforms.

\$6,500.00 Monthly budget

6. INSPIREPRENEURS

FEATURE

A regular feature focusing on bringing Canadian Entrepreneurs into the conversation using Canada's Podcast hosts to highlight their achievements. We realized our audience is the perfect place to find and highlight some of Canada's best InspirePreneurs and for them to build their brand and influence presence. With well over 500K views on YouTube, a monthly average of 50,000 social impressions and an average open rate of 30% for our newsletter – you can expect to get great interest in your podcast. This is the InspirePreneurs package we are offering you.

MEET CANADA'S TOP INSPIREPRENEURS ON CANADA'S PODCAST:

You will be profiled as one of the "Top InspirePreneurs of 2024" in upcoming newscasts and podcasts with our hosts and editorial team.

WHAT WE DO

As the leading entrepreneurial podcast across Canada we provide our viewers, listeners and readers the most authentic entrepreneurial content and news on a daily, weekly and monthly basis. So we thought why not provide sponsored leadership stories like yours to excite our audience and give entrepreneurs a chance to inspire others with your business savvy and expand your awareness in regional and national markets? We want to invite you to be featured in our upcoming feature and communicate with a national audience of leaders.

Why You?

We believe that our audience can greatly benefit from your insights and experiences as a leader – from whatever business sector or region in Canada you are from. We want to explore your background, accomplishments, challenges, and strategies that have led to your success, as well as your thoughts on the latest trends and developments in the industry, leadership ability and professional accomplishments with the company.

The sponsorship cost of \$4,500 gives you list of amazing benefits that include the following:

- A full-page headshot will be placed next to your insightful podcast.
- Your company's logo will be with the podcast alongside your name and picture.
- We will share a link to your podcast in our online newsletter which goes out twice monthly.
- We will be promoting this series on our social channels on an ongoing basis.
- A digital logo will be provided to you that identifies you as a Top InspirePreneur.
- You are able to display our digital brand recognizing you and your company as a visionary entrepreneur.
- Four advertisements (pre/mid-roll, newsletter, newscasts and website) in any upcoming podcasts will be reserved for you.
- You will be mentioned in our news segments and other promotional items that Canada's Podcast does about this feature.
- You will have re-publication rights which means you can expand your coverage.



MULTI-CHANNEL AFFILIATE CAMPAIGNS TO LEVERAGE THE CANADA'S PODCAST AUDIENCE

We are excited about our new affiliate advertising partnership program. Now our success can be shared with you. Partnering with us means you access our audience, elevate your brand and get some great leads. We love this approach and are always excited about sharing our audience so they can explore some exciting possibilities.

STRUCTURE

3 Month Affiliate Performance Campaign

- Affiliate ad placement across our platform (web site, podcasts, newscasts, newsletter, etc.)
- Dedicated Podcast and Newscast that have circulation across our network and social media distribution.
- Ad placements in our newsletter, newscasts, newscasts and podcasts and ad-roll over a three month period.
- We will also we will be driving social engagement on all of these.
- Ability to use your social channels and web site to push even more coverage.
- A setup and production fee of \$4,250 plus affiliate sales commission based on your product or service.
- Affiliate commissions will be negotiated with you for the promotion period.
- The podcast series is over a three-month period depending on results.



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or entrepreneurs

