



ProfessionalPodcasts.com

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Podcast Sponsorship Opportunities

We produce a wide range of audio and video podcast content for nonprofit organizations and our own account that do not have a budget to underwrite the cost of podcast productions.

Many of these podcasts feature worthwhile presentations or seminars with informative content that would be useful or valuable to audiences that your business may want to reach.

Underwriting podcast production as a presenting sponsor can be a cost-effective way to link your company or organization in your customers' minds as a community-minded citizen willing to support the distribution of important, newsworthy content in podcast format, even if it does not directly promote the products and services you sell.

You may already purchase advertisements in fundraising programs or brochures. You probably donate money to nonprofit organizations in return for having your corporate logo included on a charity walk or run t-shirt, or included on a poster for a fundraising event. These donations often miss the target audience because they are "one-off" advertisements for a particular event that are only seen briefly by the people involved in the event, and then they disappear.

A podcast is a permanent opportunity to promote your company's message.

Once a podcast is produced and uploaded live to the web and podcast channels, we do not remove it. If you buy commercial time on traditional broadcast media like TV or radio, you pay a fee for every time the commercial is used.

Sponsors are given a 15-second availability at the beginning and end of each podcast, for a total of 30 seconds. We will either write and voice the sponsor announcement or can use recorded content provided by sponsors. Presenting sponsors for a series also can have their sponsorship tagline added to the metadata of the podcast file. Presenting sponsors of video podcasts have the option of recording two 15 second interview clips about their products and services to be included in the video.

Sponsorship Rate Card

Presenting sponsor for a series: Presenting sponsor for a series is the exclusive sponsor featured in all of the podcasts of a particular series for a fixed amount of time. Sponsor payments are due and payable in advance.

Audio

3 months (minimum of 3 monthly programs):	\$3,000
6 months (minimum of 6 programs):	\$5,000
12 months (12 programs):	\$8,000

Video

3 months (minimum of 3 monthly programs):	\$5,000
6 months (minimum of 6 programs):	\$10,000
12 months (12 programs):	\$15,000

Presenting sponsor for individual podcasts: Some of the program content below yields multiple podcasts from each event. For example, the NJ Bank Marketing Association programs usually result in three individual videos per quarterly meeting. Each of these can be sponsored individually if no presenting sponsor has purchased the series. Individual episodes can also be sponsored if a series has not been bought out by a presenting series sponsor.

Audio Podcast, Individual	\$2,000
Video Podcast, Individual	\$3,500

Content Available for Sponsorship

Here are the programming opportunities currently available for outside sponsorship.

Brookdale Community College Podcasts: We can offer two types of podcasts from this Monmouth County community college. The first is a lecture series produced by the Center for World War II Studies and Conflict Resolution, which features extraordinary events and speakers with first-hand accounts of important historical milestones in the World War II era. Survivors' ranks are dwindling and this is a great opportunity to honor World War II veterans by underwriting the preservation of their recollections. There are also a number of journalism and communications lectures that can be available for sponsorship. These podcasts can be found at <http://www.lubetkin.net/category/client-podcasts/brookdale-community-college/>

Compuscmooze Podcast: Our monthly newspaper column for the *Jewish Community Voice of Southern New Jersey* also includes a video or audio podcast. This could be a great visibility opportunity for a technology-focused business to underwrite.

<http://www.compuscmooze.com/>

Lubetkin On Communications: Our flagship podcast, a series of interviews and panels on communications, public relations and business topics.

<http://www.lubetkin.net/category/lubetkin-on-communications-blog-and-podcast/> .

Middle Chamber Books Podcast: We produce a regular monthly podcast featuring interviews with book authors, musicians, and other creative professionals. You can sample the podcasts at our website. <http://www.lubetkin.net/category/middle-chamber-books/mcbp/>

NJ Bank Marketing Association Quarterly Seminar Podcasts: Three times a year, the NJ Bank Marketing Association presents seminars featuring speakers on marketing, technology, and economics for members of the organization. We have been producing video podcasts of these seminars since 2006. You can see the videos and hear audio podcasts at <http://njbankmarketing.com/pages/podcasts.htm>.

Public Relations Society of America, Philadelphia and Delaware Chapters: We produce video podcasts from many of the chapter's programs, which feature keynote speakers on important topics in public relations, communications, marketing, or social media. You can see these podcasts at:

<http://www.prsa.philly.org/recent-podcasts/>

<http://prsadelaware.org/podcasts>.

RatingAgency.com: Our blog and podcast about the capital markets, with a particular focus on the ratings industry. <http://www.ratingagency.com/>

Rutgers Quarterly Business Outlook Podcast: Four times a year, we produce an audio podcast from this popular business forum, which features commentary about the business outlook in four or five business sectors, from CEOs and senior executives in those industries. You can sample the podcasts at <http://www.lubetkin.net/category/client-podcasts/rutgers-qbo-podcasts/>.

New Jersey Life Science Vendor Alliance (formerly South Jersey Pharmaceutical and Medical Technology Industry Alliance): This advocacy organization for the pharmaceutical and medical technology industry sponsors important speakers on key issues facing the industry with regard to healthcare reform, pending legislation, and other issues.

Social Media Club of Philadelphia: This professional group offers speakers on new technologies in the social media space, with lively interchange among the audience and speakers.

New Jersey Communications, Advertising and Marketing Association (NJCAMA): This Central Jersey-based professional group offers programming about communications and marketing tools for companies seeking greater visibility for their messages. <http://njcama.org/category/podcasts/>.