



Snapshot of Stats for Sponsors

Overview of sample:

This is info we send potential sponsors if they reach out to us to inquire about advertising on EOFire.

IMPORTANT

We've provided this as a sample to give you an idea of what you might send. This is not intended to be copy & paste material.

Snapshot of EOFire's stats:

Guaranteed minimum listens per episode: xx,xxx, and often more

Demographic of listeners: 80% are 28 - 55, 58% male

Audience: Entrepreneurs and Small Business Owners

Sponsorship Packages:

- 1) A 45-second Midroll (middle of show) for \$XXX per episode. (\$XX CPM)
- 2) A 15-second Postroll (end of show) for \$XXX per episode. (\$XX CPM)
- 3) COMBO SPECIAL: Midroll + Postroll for \$X,XXX per episode, a \$XXX savings per episode.

The minimum sponsorship investment is 10 episodes per month:

10 MidRolls: \$X,XXX

10 PostRolls: \$X,XXX

10 COMBO: \$XX,XXX (\$X,XXX savings)

**Every sponsorship receives a feature on EOFire's show notes page and a featured placement on our sponsors page.