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.**