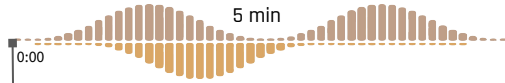




THE OFFICIAL PODCAST OF BOURBON

WHISKEY QUICKIE

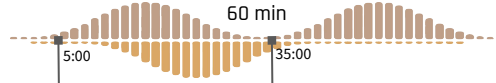
TUESDAY
5 min



PRE-ROLL
1 slot

THE MAIN SHOW

THURSDAY
60 min

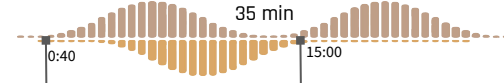


PRE-ROLL
5 slots

MID-ROLL
6 slots

THIS WEEK IN BOURBON

FRIDAY
35 min



PRE-ROLL
4 slots

MID-ROLL
3 slots

PARTNERSHIP INCLUDES:

- Dynamically inserted promotion in Bourbon Pursuit episodes
- Spots can be host-read or supplied audio files that will not exceed 20 seconds in length
- Logo placement on the partnership page of bourbonpursuit.com linked to a desired website
- No charge for any giveaway to our Patreon community
- Minimum of 30 day contract
- Statistics per campaign are available upon request
- Targeted campaigns based on location, demographic, device, and more can be accommodated with custom quote
- Rate is based on impressions and slots are rotated amongst all advertisers

PRE-ROLL

20 second promotion includes rotating placement on main episodes after Above The Char, rotating pre-roll slot for Whiskey Quickie, and rotating pre-roll on This Week in Bourbon.
Estimated 95,000 plays

\$3,850
\$40 CPM
30 Days

MID-ROLL

20 second promotion includes placement during middle of main episodes and a rotating mid-roll slot on This Week In Bourbon
Estimated 95,000 plays

\$3,050
\$32 CPM
30 Days

SOCIAL MEDIA POST

Platform dependant to post on Instagram, Facebook, Twitter, or TikTok

\$1000 (75% off when combined with podcast package)

ON-SITE

Recording on-site at the location of your choice that will be mentioned during the introduction of the podcast and during close.

\$2,500

GUEST APPEARANCE

A guest to represent your company to be interviewed and published as a single episode of the podcast.

\$5,000

Confidential material. Do not distribute.

Limited amount of brand partnerships available. Nothing will be held without a signed contract. All advertising packages must be paid for in full prior to insertion.

CONTACT

sales@bourbonpursuit.com

June 2022



FAQ

What is dynamic ad insertion (DAI)?

Baked-in ads is when the advertisement lives inside the .mp3 file and is always served statically. DAI is a technology used by every major podcasting network to give sponsors and publishers more capabilities. With DAI, your advertisements are not limited to only a set number of episodes but can be potentially placed on every episode in the entire catalog. Think of it like watching a rerun of Friends and getting an advertisement for a 2022 Ford F-150 instead of a commercial from the 90's. Here's some of the benefits:

- Timely promotions. Do you have a new product or service that you want to promote? Listeners that are tuning into episode 50 will hear it as well as those on episode 450.
- Your placement can be spread across multiple properties, including Whiskey Quickie and This Week in Bourbon episodes.
- Ads can be targeted based on geography, demographics, or time of the day (a fee is taken into account for this setup)
- Campaign reports can be easily generated when requested.

How does an impression count?

Bourbon Pursuit is hosted on Megaphone.fm which is owned by Spotify. Campaign impressions follow [IABv2](#) guidelines and only count when 100% of the ad file has been downloaded. If a listener skips the ad during a stream, at any point, it is not counted towards the impression count. This is more advantageous to you as an advertiser because many podcasts are based on download numbers which increment by 1 whenever someone presses play and your ad may never be heard.

Does DAI make me spend more money?

The advertising spend accrued over 30 days is spread across an entire catalog of shows and not based on a package of single episodes. You will receive more impressions in a faster period of time.

Will my ad spot always run?

Ads are played on a round-robin rotation or can be evenly paced. For round-robin, if we have a total of 6 Pre-Roll sponsors (A, B, C, D, E, and F) with only 5 positions available then sponsors A through E will be played for the first listener. The next person that hits the play button (or downloads the episode) will get sponsors F, A, B, C, and D. There is also a capability to evenly pace your impressions over a period of time. Reports are available upon request.

Is there a cap on impressions?

At this time, Bourbon Pursuit does not cap impressions for monthly contracts. Impressions are likely to exceed 95,000 per month as growth continues.

What about YouTube?

Bourbon Pursuit made the decision to reduce video presence and stopped producing full video podcasts in January 2022. Long form podcasts do not work well with a YouTube audience and do not accrue enough views to make the effort worthwhile. 5-10 minute sponsor-free segments will be created to entice people to listen to full episodes on any podcast player. Whiskey Quickies will continue to be published to YouTube but without sponsors to increase brand visibility.

Can I have a spot longer than 20 seconds?

To create a clear and concise message for our sponsors, while also appealing to our audience with informational brevity, all Bourbon Pursuit slots are a maximum of 20 seconds in length. If you would like a 40 second promotion, it will require 2 contracted slots.