

# AIB Advertising Package

The Adventures in Business podcast is hosted by Amy Zander, owner of Zeedia Media, and Lisa Fisher, CEO of Lisa Fisher & Associates. The show gives entrepreneurs a platform to shamelessly plug their businesses or endeavors while discussing who they are, how they got started, and anything else they want to share for 45 minutes. While the show generally focuses on the Lansing, Michigan area, we do branch out from time to time to incorporate guests from a wider audience.

The show is produced and marketed by Zeedia Media, an experienced digital media company that produces several successful shows, including the long-standing Brand Archetypes podcast, and listened to around the world.

The show releases new episodes weekly. That's a lot of shows! It is gaining in popularity and is downloaded over 100 times every month with a 90% impactful play rate - which means 75% or more people listen to the entire episode. These are great stats!

Please consider one of our advertising opportunities. The proceeds help us pay for the production of the show and put money back into the community - which is important to us.

## Episode Sponsorship \$50 per episode

- Blocks of 4, 8, or 12 Episodes (\$200, \$400, \$600)
- 30-60 second promo at the beginning of the show (read by hosts)
- 2-3 versions of talking points for a variety
- Call out and link in show notes
- Link in Show Friend Page
- Tags on social media when the episode is posted - posted to the show's Facebook page, Zeedia Media, and Lisa Fisher Associates' social links, including Facebook, Instagram, and LinkedIn.
- As Heard on Adventures in Business Swag

## Annual Sponsorship Package \$2000 (\$41.67/episode)

3 Available Annually

- Show Notes Banner Ad on 4 Episodes a month for 12 months (48 episodes \$41.67/episode)
- 30-60 second promo in the middle of each sponsored episode (read by hosts)
- 3-4 versions of talking points for a variety
- Link in shownotes
- Link in Show Friend Page
- Tags on social for every episode you sponsor when it posts (48 episodes). Posted to Zeedia Media and Lisa Fisher Associates social links, including Facebook, Instagram, and LinkedIn, and shared to a variety of community groups on Facebook.
- As Heard on Adventures in Business Swag

### Philanthropic Adventure

We give \$1000 away each year to a local non-profit. We hold a contest to see which guest episode gets the most downloads and that guest gets to pick the organization to receive the money. So spread the word!

Contact Amy Zander if interested at 517-320-1568 or [amy@zeediamedia.com](mailto:amy@zeediamedia.com)