



The NAB Podcast

Produced exclusively by NAB, listeners hear directly from thought leaders, policy experts and industry insiders from NAB and around the country on The NAB Podcast. This bi-weekly, short-form podcast is dedicated to covering the topics, issues and innovations that impact America's radio broadcasters the most. Be a part of this exciting new opportunity and reach over 6,000 prospective radio professionals with your message!

Exclusive Sponsor Benefits:

- NAB podcasts will be promoted as The NAB Podcast sponsored by (Your Company)
- Sponsor recognition alongside NAB Podcast listings when promoted in official promotional print pieces to NAB members (2 per year)
- Sponsor recognition alongside NAB Podcast listings when promoted in official electronic communications to NAB members (one every two weeks)
- Sponsor recognition alongside NAB Podcast listings when promoted in official electronic communications to non-NAB members (one every two weeks)
- Sponsor recognition when promoted via NAB social channels (at least once every two weeks)
- Opportunity for one (1) sponsor representative (date and content to be agreed upon between sponsor and NAB staff) to be featured on a podcast every six months (total of 2 per year).
- :05 max recorded sponsor mention before every episode (at least 20 per year)
- :05 max live-read at the opening of each podcast episode (at least 20 per year)
- :15 max live-read at the closing of each podcast (at least 20 per year)
- Sponsor may provide one (1) Web Tower Ad to be placed on the NAB Podcast page of the NAB website
- Sponsor's logo on NAB-produced promotional signage displayed at the 2017 Fly-In for Radio Group Executives, 2017 State Leadership Conference, 2017 NAB Show and 2017 Radio Show.

Additional Information:

- NAB Podcast episodes are available to everyone for two weeks before being placed in an NAB Member archive.
- As of October 12, 2017 the 2017 NAB Podcast episodes have been downloaded 11,000 times
- NAB Podcast episodes average 225 downloads each
- Electronic communications are disseminated to over 6,000 radio broadcast professionals (both NAB member and non-member) every two weeks
- Access to episode archive available upon request

Sponsorship Length: **One Year**
Investment: **\$10,000**