

# PRINT MEDIA CENTR PODCAST

Print Media Centr (PMC) presents *Podcasts From The Printerverse* – a series of shareable audio programming to provide printspiration, information and resources to print and marketing professionals.

**With more than 41,000 downloads in 2020 alone, and nearly 130,000 downloads from 133 countries since the channel launched, *Podcasts From The Printerverse* is the #1 print industry podcast!**

<https://podcasts.printmediacentr.com> is the home for podcast episodes, partner information and links to podcast files distributed for listening and downloading.

## Current *Podcasts From The Printerverse* Series

**The Printerverse:** Dedicated to providing Printspiration and Resources to print and marketing professionals.

**Industry Events:** Programming to support events of all kinds.

**Girls Who Print:** Showcases “Girls Who Print” and contributions to the industry.

**The Print Report:** “All the Print That’s Fit for News” with Deborah Corn and Pat McGrew. (Great way to support a product launch).

**The PrinterChat Podcast:** Printers talk openly about their business and the industry. Co-hosted by Deborah Corn, Jamie McLennan and Will Crabtree.

**Elevate Print:** Programming focused on diversity and inclusion, and the leaders helping the print industry get to the next level.

**Dedicated Programming:** Episodes include a pre-podcast promotion announcing sponsor with a short marketing message and CTA.

**Program Structure:** PMC will work with you to create discussion topics and questions for guests before recordings, if required. Discussions are recorded online via ZOOM and edited to create a 30-40 minute program. Travel for in-person recording not included in this proposal, but can be accommodated within COVID/CDC guidelines.

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**Podcast Purchase:** Podcasts are bundled into packages. Additional podcasts can be purchased as requested, best package pricing will be applied.

**Event Support:** Podcasts can be recorded before, during and after events. Recordings need to be completed no later than one month after event.

**Marketing Support:** PMC uses all of its channels to promote podcasts on an on-going basis. Embed codes are provided for sharing (like a YouTube video).

**Costs:** Additional podcasts can be requested in bundles as low as 2, after a purchase of at least 6, anytime during 2021.

#### **Podcast Episode Bundles:**

4 podcasts = \$4000 USD  
6 podcasts = ~~6,000~~ \$5000 USD  
10 podcasts = ~~10,000~~ \$8000 USD  
+2 podcasts = \$1500 USD

#### **Event Bundles:** Travel not included if required

2 podcasts = \$2000 USD  
4 podcasts = \$4000 USD  
6 podcasts = ~~6,000~~ \$5,000 USD

**Dedicated Podcast Series for 2021:** Dedicated top-level navigation to your podcasts on the site. (1) 15-sec, and (1) up to 30-sec custom commercial for your podcasts. Additional ad spots can be provided and/or purchased through PMC to rotate through your podcast episodes as directed.

12 podcasts = \$10,000 USD

**Ad spot creation:** You provide the script, we do the rest. 15 sec: \$400 USD / up to 30 sec: \$600 USD

**Thank you for your interest in working with Print Media Centr.**



# PRINT MEDIA CENTR CONTRACT

**CONTRACT:**

This is to verify that I, the contact representing the above-named client/company, have the authority to enter into this contract, have thoroughly reviewed and approved the project details described above, and agreed to the terms and conditions stated.

**PODCAST PACKAGE:** \_\_\_\_\_

**SIGNATURE:** \_\_\_\_\_

**DATE:** \_\_\_\_\_

**COMPANY:** \_\_\_\_\_

**TITLE:** \_\_\_\_\_