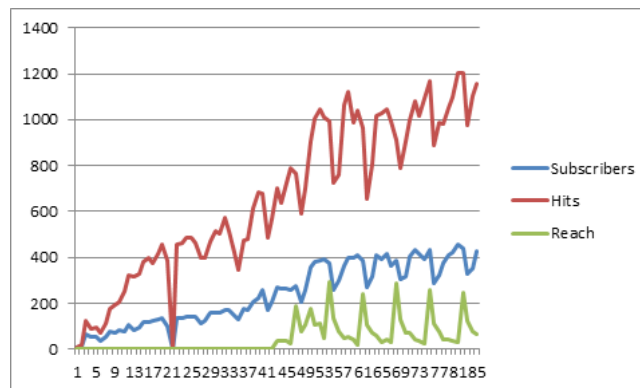


Ken and Robin Talk About Stuff Advertising Rate Sheet



Ken and Robin Talk About Stuff is a weekly podcast on gaming, geekery and related erudition hosted by acclaimed writers and designers Kenneth Hite and Robin D. Laws.

- Golden Geek Award winner, best podcast
- 5-star average rating on iTunes
- 1000-1200 web hits per day
- 400 RSS subscribers, much larger (but frustratingly untrackable) iTunes subscribership
- [show site](#) updated weekly
 - vibrant, positive commenter community



Ideal for:

- Ongoing brand awareness
- Offer codes to drive clicks and sales:
 - \$100 gross sales to Profantasy Software for a third-tier back catalog title (offer

duration: one episode)

- \$200 gross sales to Pelgrane Press for a mature back catalog title (offer duration: one episode)

Anchor Sponsorship (availability permitting)

- \$50 per episode
- top placement of your audio ad in show, immediately after intro
- your sponsorship listed first in show outro
- large click-thru banner in episode entry on show blog
- suggest ongoing segment or topic for an already established segment (not an advertorial, but includes an additional mention on segment intro)
 - examples: Cartography Hut (Profantasy Software); Food Hut (Dork Tower)

Spot Sponsorship

- \$25 per episode
- placement of your audio ad in show between segments
- your sponsorship listed in show outro
- small click-thru banner in episode entry on show blog

Audio Ads

Options:

1. You supply fully produced audio, up to 60 sec. (Shorter is better, as listeners may otherwise scrub through your prerecorded ad.)
2. Ken and Robin read your ad copy, up to 60 sec, including web offer if any.
3. Ken and Robin riff in bantering manner through your bullet points for approximately 120 secs, including web offer if any.
4. [for anchor sponsor] prerecorded ad plus brief offer code copy read by Ken or Robin

As options 2 and 3 imply a quasi-endorsement, Ken and Robin must sign off on the ad copy or bullet points before we finalize the ad buy.

Long-Term Buys

Discount rates available for 6 and 12-month commitments. Contact us for details.

Contact

Robin D. Laws (robinlaws@robindlaws.com)