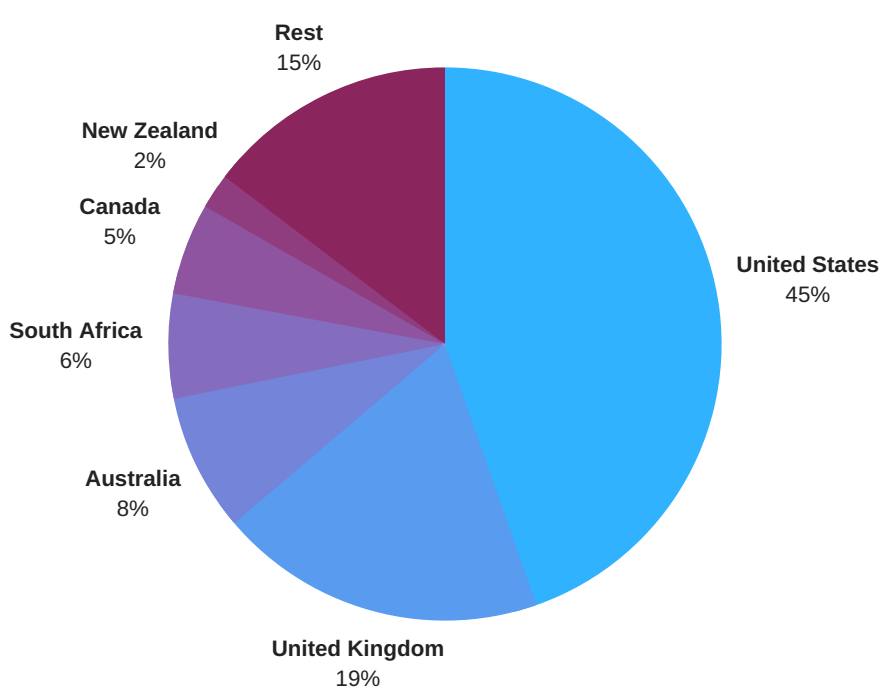




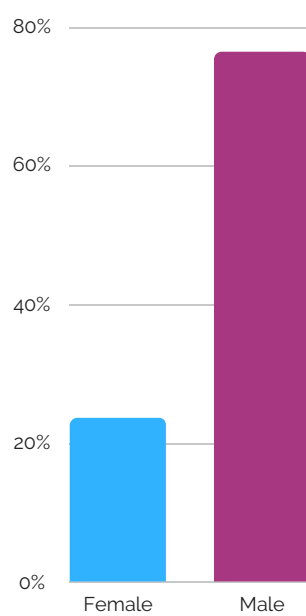
# THE KONA EDGE

## ADVERTISING RATE CARD

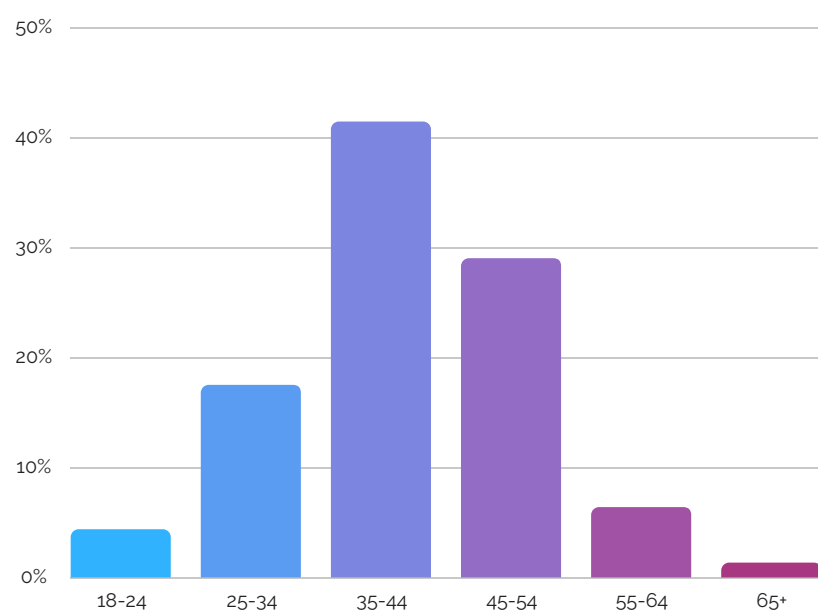
### DEMOGRAPHICS



LOCATION

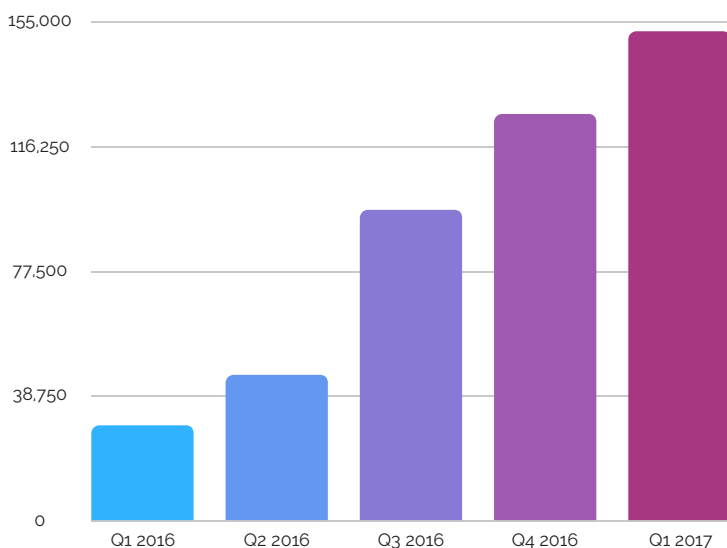


GENDER

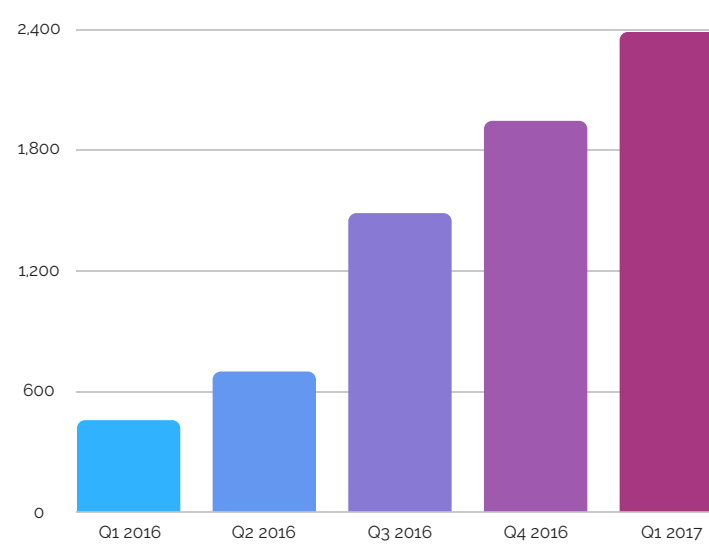


AGE

### DOWNLOADS



TOTAL PODCAST DOWNLOADS



DOWNLOADS PER EPISODE

## EXPOSE YOUR BRAND TO THOUSANDS OF TRIATHLETES GLOBALLY

THE INDUSTRY STANDARD FOR PODCAST SPONSORSHIP IS BASED ON A COST PER 1000 DOWNLOADS OR CPM. THE COST FOR A 15 SECOND PRE ROLL IS \$15 CPM & A 45 SECOND MID OR POST ROLL IS \$35 CPM. THE KONA EDGE IS CURRENTLY AVERAGING IN EXCESS OF 2300 DOWNLOADS PER EPISODE, THEREFORE THE CPM IS 2.3

### SPONSORSHIP OPPORTUNITIES

#### SPONSOR WEEKLY SEGMENT

(SWIM, BIKE, RUN, NUTRITION OR STORY)  
 PRE ROLL \$34.50 (2.3 X \$15)  
 POST ROLL \$80.50 (2.3 X \$35)  
 TOTAL \$115 PER EPISODE

**TOTAL = \$460 PER MONTH**

#### HEADLINE SPONSOR

(ALL 22 PODCASTS PER MONTH)  
 PRE ROLL \$34.50 (2.3 X \$15)  
 MID/POST ROLL \$80.50 (2.3 X \$35)  
 TOTAL \$115 - 10% = \$103.50 PER EPISODE

**TOTAL = \$2277 PER MONTH**

### WHAT DO YOU GET?



A 15 SECOND PRE ROLL AT THE BEGINNING OF THE PODCAST & A 45 SECOND MID ROLL OR 45 SECOND POST ROLL



A FEATURED SPOT ON EVERY SHOW NOTES PAGE OF EVERY EPISODE YOU SPONSOR



A FEATURE ON OUR SPONSORS PAGE ON THEKONAEDGE.COM



Terms & Conditions: Sponsorship contracts are for minimum of three months & are payable upfront.

For more info or to book a campaign contact [brad@thekonaedge.com](mailto:brad@thekonaedge.com)

