



workingpodcast.com

What is the WORKING PODCAST?

The WORKING PODCAST is an internet-based radio program that is produced and released twice a week. The show consists of work-related themes, including but not limited to: realistic career advice, workplace humor, word-of-mouth job listings, salary reveals, and listener forums. The average show runs approximately 25 minutes and incorporates listener phone calls and expert interviews. Read more about our unique show segments later in this document.



What is Podcasting?

In its most basic form, a podcast is prerecorded audio that can be listened to on any computer or downloaded to any MP3 player/media player, not just iPods!

Part of podcasting's explosive success can be attributed to RSS (Real Simple Syndication.) This is a file that contains information about each show and disseminates the data to a central application on your computer called an aggregator. RSS will also ping podcast directory sites (many of which we are ranked in the top 5% for ALL podcasts), enabling our show to be accessed from dozens of websites.

In simple terms, if a listener likes the podcast, they can choose to subscribe, meaning that the instant a new show is posted online, it will automatically be sent to the individual's computer or media device.

Why Sponsor the WORKING PODCAST?

Two words: niche programming. Our show concentrates on a theme that everybody can relate to: work. From intern to CEO, our listeners can relate the subject matter, and more importantly, are CHOOSING to listen. Unlike terrestrial radio, television, or print, podcast sponsorship guarantees that you are reaching your targeted audience.

Also, your brand gets to be a part of an emerging new media that is expected to grow to 56 million listeners by 2010, according to a research study conducted by The Diffusion Group.

The hip factor counts too. The WORKING PODCAST is a community-based show, meaning we answer every e-mail and phone call, and work extremely hard to produce a program that is for the people *by the people*.





How Many People Will My Message Reach?

Since our launch on April 15, 2005, workingpodcast.com has welcomed over 131,000 unique visitors, with a current average of at least 1,500 daily. Each episode is downloaded by approximately 1,000 people...and growing! We archive all of our shows, giving listeners the opportunity to catch up at any time. This has resulted in a steady stream of downloads for older programs, meaning your message will live on and on.

Additionally, Infinity Radio enjoyed our show so much, they gave us a regular drive-time slot on KYOU-AM 1550 in San Francisco, CA. You can hear The WORKING PODCAST every Thursday at 8am PT.



Sponsor the WORKING PODCAST!

A show sponsorship entitles you to two mentions per podcast: one within the first two minutes of the show and one at the end. We currently only accept one sponsor per episode, ensuring your message is communicated in a clear and concise manner. In addition, we will syndicate your company's name and website through our RSS file, guaranteeing your message will be seen by listeners who do not visit our website.



Advertising on WorkingPodcast.com

We don't want to overload our website with ads. Currently, we only accept advertising on our homepage in two slots, both appearing at the very top of the page. To reduce clutter, the ad must be either 83 x 83 or 46 x 66 and a static .jpg or .gif image. If your in-house ads do not meet our criteria, we will be more than happy to help with the design process. Of course, the image will point to a URL destination of your choosing.

Price List

Show Sponsorship: "The Corner Office" = \$250
Segment Sponsorship: "The Middle Manager" = \$100
Banner Ad: "The Assistant" = \$25 a week or \$80 a month

Additional Notes

Contests, promotions, barter agreements, and other methods of spreading your message are welcome. Feel free to contact us at (206) 202-CUBE to work out a unique campaign that suits your needs.

Working Podcast Show Segments



Commuter Corner: Sometimes getting to and from work is a greater adventure than the job itself. From crowded trains to traffic jams, our listeners sound off on what irks them most.



The Routine: Have a case of the Monday's? Tired of bad jokes from Joe in accounting? Does everyday seem like a carbon copy of the last? This segment spotlights how we all have a lot in common.



Salary Reveals: We expose what real people are earning! It's the reason we all work, yet it's taboo to talk about it. Annual salaries, bonuses, and under-the-radar perks are all fair game.



Word-of-Mouth Job Listings: Listener tips on job openings that have yet to hit the Web. Other job websites post ads that are outdated, misleading, and bound to receive a massive response. You learn about real job openings on the Working Podcast.

Contact: Andrew Rosen
Phone: (917) 562-8649
workingpodcast@gmail.com

THE WORKING PODCAST IS THE FASTEST GROWING CAREER PODCAST ON THE WEB!!