



FOOTNOTING HISTORY

ADVERTISING RATES

CONTACT

Please address all advertising queries to Elizabeth Keohane-Burbridge at FootnotingHistory@gmail.com

THE BASICS

Website: FootnotingHistory.com

First Episode Released: February 2, 2013

Total Number of Episodes: 228 (as of November 20, 2020)

Release Schedule: Every other Saturday

Average Episode Length: 15-25 minutes

ADVERTISING OPTIONS

We offer two forms of advertising - pay per episode or a bundle of three episodes - each with two tiers, based on the length of the desired ad. We can modify the episodes and work with you if you would like to mix length (for example, using 30 seconds in one episode and 15 seconds in the other two episodes).

1. Single Episode

Tier 1 (15 seconds)

This short spot follows the format of "This episode is brought to you by X, which does Y, you can find them at U."

- Opener - \$75
- Closer - \$70
- Midroll - \$100

Tier 2 (30 seconds)

This longer spot includes the formatting in Tier 1 + a longer description of the product/service or commentary about why we like it.

- Opener - \$125
- Closer - \$100
- Midroll - \$150

2. Bundle of Three Episodes

Tier 1 (15 seconds)

This short spot follows the format of "This episode is brought to you by X, which does Y, you can find them at U."

Opener - \$200
Closer - \$175
Midroll - \$225

Tier 2 (30 seconds)

This longer spot includes the formatting in Tier 1 + a longer description of the product/service or commentary about why we like it.

Opener - \$300
Closer - \$275
Midroll - \$350

3. Additional Services

We can include sponsorship on our social media accounts (Twitter, Facebook, or Instagram), our website, and in our newsletter. Advertising on one account is \$5 per episode (\$8 for the 3 episode package); all accounts, our website (on the episode's blog entry), and newsletter are \$20 per episode (\$30 for the 3 episode package). Free of charge we will include the sponsorship in the episode description that gets pushed out to the podcast platforms.