

••• *General Information* •••

SmallBusinessPodcast.com is a unique online audio media company. We interview small business owners, management trainers, sales experts, attorneys and marketing consultants about all aspects of entrepreneurship. The interviews are then streamed online, available as podcasts and archived on the site for one year. The mission of SmallBusinessPodcast.com is to educate, inform and entertain small business owners and entrepreneurs in order to help them build better companies.

Over 5,000 small business owners (unique visitors) listen to interviews and visit SmallBusinessPodcast.com each month. The interviews are available in both streaming and downloadable mp3 format as – giving listeners the ability to either listen while visiting the website, checking email or doing competitive or product research online. Listeners can also subscribe to the site's RSS feed podcast and interviews are automatically downloaded to their iPod or other mp3 player to listen later while commuting, etc. The interviews are kept between 12 and 15 minutes in duration, as our findings show this to be the "attention span" for most online listeners. At this duration, we find that 86% of all interviews are listened to *in their entirety*.

We offer an interactive way for business owners to listen and learn from fellow entrepreneurs who share stories about what has worked and what hasn't in their own businesses.

In addition to daily interviews, SmallBusinessPodcast.com also produces special multi-part audio presentations on specific topics such as marketing plans, business plans, sales training, product reviews and hiring/managing employees.

••• *Competitive Edge* •••

No other website allows advertisers to reach such a highly targeted listening audience of small business owners in this unique manner. Instead of using stand-alone (and often ignored) banner ad campaigns, SmallBusinessPodcast.com offers advertisers short radio-style audio commercials and recognition by the host – at pennies on the dollar of the cost of a traditional, non-targeted radio campaign.

Audio commercials are limited to only one per interview, ensuring listeners will not "tune out" the commercial portion of the audio. Best of all, your audio ads and company logo are the only ads within the interview block and remain attached to the interview for a minimum of one year in the archives.

Recently, Arbitron did a study on the effectiveness of advertising on Internet broadcasts. In Arbitron's own words: "Internet broadcast consumers spend more, are more eager to try new products and services, and are a compelling advertising target..." Want a copy of the report? Just ask and we'll send you a complimentary copy. Furthermore, our specific audience is highly affluent, tech-savvy and spends, on-average, over \$2,500 per year on newsletter & magazine subscriptions, association dues, training classes and website subscriptions to help them grow their businesses.

THE RESULT: Your message reaches the exact, highly-targeted audience you want to address – at the exact right time (often while they are commuting or checking email in the morning)- at a fraction of the cost of radio or magazine advertising.

••• *How SmallBusinessPodcast.com Attracts Listeners* •••

Small Business Podcast has launched a comprehensive Google and search engine campaign - terms ranging from "small business ownership" to "small business marketing" are purchased. Much of our traffic comes from word of mouth – interviewees frequently feature their own interviews in their newsletters, email distribution lists and on their websites.



••• **Advertising Rates** •••

Sponsorship of interviews includes:

- product mention and thank you by interview host at beginning and end of interview
- your company logo and hotlink on SmallBusinessPodcast.com home page
- text hotlink in "presented by" area of interview display block
- text hotlink in podcast RSS feed
- your company logo in podcast RSS feed
- text hotlink in email newsletter which contains interviews from previous week
- company graphic displayed in iTunes while program playing in iTunes
- your company logo and hotlink in Windows Media player window while interview playing
- your company website in RealPlayer window while interview playing
- archive of your sponsored interview for at least one year with text hotlink and logo

Rate: \$500 per interview (with 4 interview minimum buy)

••• **Listener Demographics** •••

Age:

18-21: **4%**
 22-29: **18%**
 30-39: **43%**
 40-49: **29%**
 50-59: **4%**
 60+: **2%**

Owner Salary Compensation:

Under \$20,000: **1%**
 \$20,000-\$40,000: **3%**
 \$40,001-\$60,000: **15%**
 \$60,001-\$80,000: **20%**
 \$80,001-\$100,000: **19%**
 \$100,001-\$150,000: **18%**
 \$150,000 plus: **24%**

Gender:

Male: **62%**
 Female: **38%**

Business Owner:

Yes: **88%**
 No: **22%**

of Employees:

1-5: **34%**
 6-20: **21%**
 25-50: **24%**
 50-100: **12%**
 100+: **9%**

Education Range:

High school: **5%**
 A.A. or other two-year degree: **6%**
 B.A., B.S., or other four-year degree: **44%**
 Some graduate school: **18%**
 Masters, Ph.D., M.D., J.D., or other post grad degree: **27%**

Annual Budget for Newsletters, Magazines, Association Dues and Training:

\$200 - \$500: **2%**
 \$501 - \$1000: **22%**
 \$1001 - \$2000: **29%**
 \$2001 - \$3000: **27%**
 \$3000 +: **20%**

Podcasting and online media is an exploding medium that gets results. The business owners listening to the Small Business Podcast make buying decisions based on trust. We've built that trust with it's listeners by providing great content.

Ready to let us boost your sales today? Call Tim Bourquin at 949-348-2590 ext. 15