

PODCAST BUSINESS JOURNAL

Scheduling:

Daily Newsletter ads are sold in monthly increments; one month consists of four consecutive weeks.

Less than one month:

25% premium for guaranteed run.

Terms:

Payment in full for each monthly schedule is due on the first Friday of the month following your scheduled start date.

Ad schedules may begin on any Monday and will run continuously through the fourth consecutive Friday.

In the rare instances where holidays occur and no daily is published, make goods cannot be guaranteed. All make goods will be subject to availability, based on schedule specs and rates. Every effort will be made to provide comparable position, but cannot be guaranteed.

ALL RATES ARE NET.

2020 DAILY NEWSLETTER SPECS & RATES

PODCASTBUSINESSJOURNAL.COM

RATES EFFECTIVE 1/1/2020

Placement	Avails	Description	Specs	1 Month	3 Months	6 Months	One Year
Leader Board	1	Banner - May Animate	728 x 180				
Position 1	2	Cube - No Animation	300 x 250				
Position 2	1	Banner - No Animation	700 x 250				
Position 3	2	Cube - No Animation	300 x 250				
Position 4	1	Banner - May Animate	700 x 250				
Position 5	2	Cube - No Animation	300 x 250				
Position 6	1	Banner - May Animate	700 x 250				
Sponsored Content	1/day	No Animation	Headline with link to landing page - one client/day & other limitations apply.				

CONTACT US
ABOUT RATES.

A note on ad sizes: Many smartphones, tablets, and laptops feature high-definition screens, such as retina displays, that offer a higher ratio of pixels per inch, meaning some images may appear fuzzy on these displays.

In short, we encourage designing original ads at the Retina Ready (x2) sizes below.

Ad Unit	Display Sizes	Retina Ready (x2)
Leader Board	728 x 180	1456 x 360
Cube	300 x 250	600 x 500
Banner	700 x 250	1400 x 500

Files must be gif or jpeg, and no more than 60k. Please e-mail all ads directly to April McLynn at amclynn@streamlinepublishing.com along with the click-through URL. Call for available positions on Daily Newsletter and Website.

MATERIALS-DUE SCHEDULE: All ads or classified copy with instructions are due at least three business days prior to the posting date.

PLEASE NOTE: Recognizing the generally established principle that rapid-blink banners are a click-out factor with online viewers, animated ads should change faces at a rate no greater than every five seconds. Tile and banner ads must have either a solid-color background other than white or a thin line outlining the edges of the ad.

NEWSLETTER SPECS

PC/Tablet Sample Display

Leaderboard (728x180)



Friday 04-05-2020
[Connect with a Friend?](#) [Subscribe Now](#)

Who Are The Best Storytellers In Podcasting?
 We are getting up to publish our first print issue of The Podcast Business Journal special for Podcast Movement in August. In that issue we'll be publishing a list of the best storytellers in podcasting. [\[read more\]](#)

Cube (300x250)

New Podcasters: Don't Clutter - Contribute!
 My First Podcast Trial is leading to success in your podcasting operations. Good. DO NOT go to social media sites to get your attention. Google can take you to much more reliable sources. [\[read more\]](#)

3 Questions For Traci
 My Traci Long De'Pargo! You've got podcasting questions, and Traci Long De'Pargo has answers. Traci is the founder of Just One Year Podcast. This week, Traci answers questions about building your brand, making sure listeners see that you and how podcasting can help a business. [\[read more\]](#)

Banner (700x250)

Are You Marketing Your Show Enough?
 Robert Ross Media CEO Mark Anglich says probably not. [\[read more\]](#)
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 The marketing world is full of people who tell you that you're not marketing your show enough. He says that probably means you're not marketing your show. He says that probably means you're not marketing your show. He says that probably means you're not marketing your show. [\[read more\]](#)

Tell Us About Your Meet-Up Group
 Tell us, or are you planning a podcast meet-up group in your town or community? We want to hear all about it. Tell us you and why you did it so we can share your great ideas with the world of podcasting. [\[read more\]](#)

Cube (300x250)

Latest Nielsen Podcast is About Podcasts
 Nielsen has a deal with Nielsen and CEO Bradward. Nielsen is a great as the latest Nielsen Podcast which also allows into the business of podcasts with a slice of Nielsen's expertise. [\[read more\]](#)

Castro Unveils Top Picks
 Podcast listening app Castro has a new feature called Top Picks. The company believes that when business decisions are made, it shows they like to listen to their opinions they really want to hear. [\[read more\]](#)

Banner (700x250)

Youtuber Makes The Jump To Podcasting
 "Super Content with Emma Chamberlain" is the name of the new show, hosted by the YouTuber who has a successful social media following of more than 10 million. [\[read more\]](#)

Marketing CEO Launches Leadership Show
 The show has some serious production elements on the radio side. The CEO, CEO of the Nashville based marketing agency, Creative Marketing, has launched a leadership show and podcast series called The Golden Rules. [\[read more\]](#)

Cube (300x250)

Are You Ready For Decomposed?
 Content creator and author, Jack Simmons will explain the benefits of a decomposed approach to content creation. [\[read more\]](#)

Ready Keeps The Ball Bouncing On Podcast
 Content creator and author, Jack Simmons will explain the benefits of a decomposed approach to content creation. [\[read more\]](#)

Banner (700x250)

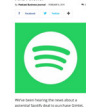
The Secret To Starting A Successful Local Podcast Group
 If you're trying to get up on your own, local podcast meet-up groups are a great way to get started. [\[read more\]](#)

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if you were forwarded this email from a friend or colleague, hitting the unsubscribe link will not work. [\[read more\]](#)

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