

# PODCAST BUSINESS JOURNAL

## Scheduling:

Daily Newsletter ads are sold in calendar month increments; 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.

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.

## 2022 DAILY NEWSLETTER SPECS & RATES

PODCASTBUSINESSJOURNAL.COM (EFFECTIVE 10/01/21 FOR SCHEDULES AS OF 01/01/22)

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.				

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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](mailto: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.

## 2022 NEWSLETTER SPECS

### PC/Tablet Sample Display

**Leaderboard (728x180)**

**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!**  
The First Podcast Training is coming to 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**  
Hey Traci Long De'Angelo! You've got podcasting questions, and Traci Long De'Angelo has answers. Traci is the founder of Podcast Your Product. 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. [\[read more\]](#)

**Tell Us About Your Meet-Up Group**  
Did you, or are you planning, a podcast meet-up group in your town or community? We want to hear 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 part of the Nielsen Media Research which also allows into the business of podcasts with a slice of Nielsen's resources. [\[read more\]](#)

**Castro Unveils Top Picks**  
Podcast listening app Castro has some features called Top Picks. The company believes that when business decisions do for shows they like to listen to they optimes they really want to hear on her and Top Picks solves that problem. [\[read more\]](#)

**Banner (700x250)**

**Youtuber Makes The Jump To Podcasting**  
"Super Content with Zeeva Chambers" is the name of the new show, hosted by the YouTuber who has a successful social media following of more than 100k. [\[read more\]](#)

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

**Cube (300x250)**

**Are You Ready For Decomposed?**  
Concert pianist and author Jake Simmons will explain the benefits of a second career as host of American Public Radio's new weekly podcast, Decomposed, launching April 1st. [\[read more\]](#)

**Ready Keeps The Ball Bouncing On Podcast**  
Cristina Ready keeps meeting up with invited guests for her podcast Ready For Business. This time it's your headhunter and Serial Entrepreneur expert from more and President Susan Jordan. [\[read more\]](#)

**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 that are small with a handful of members. If the group is consistent with weekly meetings, strong production, and is serious about building the trade, as you will see here, they will grow. [\[read more\]](#)

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### Mobile Sample Display

**Leaderboard (728x180)**

**Cube (300x250)**

**1/2 cube (300x125)**

**1/2 cube (300x125)**

**1/2 cube (300x125)**

**Banner (700x250)**

