

SPONSORSHIP

immediate – and continued – access
to the CraftLit listenership

iOS | Windows | Android | RSS



BENEFITS OF SPONSORSHIP

[CraftLit](#)® experiences more than **40,000 downloads** a month – and double that in online listening.

Sponsoring or advertising during the shows gives you access to the listenership in a number of ways:

1. **Intro and exit copy** – announced at the beginning and end of every hour+ episode;
2. A **“button” ad placed weekly in show notes**, linked back to the URL of your choice;
3. **“On-air” time** to explain what you/your company does, including announcement of new projects;
4. **Smartphone app PDF options** to push out specials, coupons, or product launch information to listeners;
5. All show notes and **links are viewable on-demand** via the apps, at the [CraftLit.com](#) website, on Stitcher Radio, and YouTube.

The average CraftLit listeners are:

- **Women** 19 to 65 years old;
- **Knitters** who listen while commuting or at work;
- Male fans tend to identify as **“creative”** but listen with their families.

New and increasing categories of listeners include:

- **Homeschooling families** with middle and/or high school aged children;
- Traditional **classroom teachers** who use the podcast to supplement instruction;
- **English Language Learners** who need an easy opportunity to “rewind” as they

gain fluency.

In alignment with the new **Common Core** standards, [CraftLit](#) helps facilitate close reading in the classroom. By getting the “big picture” on their headphones, students are able to do more interesting work in the classroom.

Heather H. Ordover

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[Author](#) • [Podcaster](#) • [Designer](#) • [Speaker](#)

WHAT YOU GET AS A SPONSOR



Button Art + SEO Link

- Your 200x200px or 280x50px button for the website;
- This will appear in the show notes and linked to the URL of your choice;
- Keyword-based text as image-alt-text and as part of product description;
- If your sponsorship ends, your button will be moved to the SPONSORS

Audio Promotion

- Your product will be mentioned in the Intro and Exit to each show you sponsor – initial copy to be provided by you, tailored to the CraftLit audience with your approval;
- Sponsor news and updates can be inserted into the show on an as-needed basis, and announced in the audio of an episode with a new or unique link placed in that episode's show notes, if needed.

When you sign up as a sponsor, we will provide you with a special button in PNG, GIF, or JPG format with a link for you to use on your site.

North & South is our current book and will run through to September 2014.



Fee Schedule

	Price	Cost break down and extras
Per episode	\$25	
Per month	\$90	Based on a 4 episode month with a 10% dis-
Per book	~ \$785	Price is estimated on a 35 episode book
Affiliate option	Determined on a case by case basis	

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