



The Strange South Podcast

SPONSOR RATE CARD

Advertising Packages

Package 1: Midroll Special

- Twelve 45-second midroll ads
- Non-consecutive placements
- First available slots
- **Price: \$430**

Package 2: Pre/Post-Roll Bundle

- Twelve pre-roll or post-roll ads
- Non-consecutive placements
- **Price: \$180**

Package 3: Three Episodes Sponsorship

- One 15-second pre-roll ad
- One 45-second midroll ad
- One 15-second post-roll ad
- Non-consecutive placements
- Logo and link on each episode page ad is featured in
- **Price: \$85**

Package 4: Website & Social Media Promotion

- Banner ad on www.thestrangesouth.com for one month
- One sponsored post on each of The Strange South's social media accounts
- **Price: \$50 per month**

Individual Ad Placements

15-Second Pre-Roll Ad

- One 15-second ad at the beginning of an episode
- **Price: \$20 per placement**

45-Second Mid-Roll Ad

- One 45-second ad in the middle of an episode
- **Price: \$40 per placement**

15-Second Post-Roll Ad

- One 15-second ad at the end of an episode
- **Price: \$15 per placement**

Advertising Features

- **Host-Read:** Ads read by hosts for greater impact.
- **Script Control:** You provide the script (subject to review).
- **Permanent Placement:** Ads remain in episodes indefinitely.
- **Limited Slots:** Fewer ads per episode for greater impact.

The Strange South Podcast Details

- **Launch Date:** December 2018
- **Categories:** Comedy, Society & Culture
- **Frequency:** Weekly on Fridays (alternating between full episodes and B Side minisodes)
- **Episode Lengths:** Full episodes: 45-75 minutes, B sides: 20-30 minutes
- **Audience:** Primarily women ages 25-50, progressive, with a connection to the U.S. Southeast
- **Monthly Downloads:** 3.7k
- **Total Downloads:** 226.8k+
- **Average Downloads per Recent Episode:** 469
- **Impactful Plays:** 84% (listeners who listen through 75%+ of an episode)
- For updated stats, please visit: [Media Kit](#)