

Geekerati Radio Advertising Rate Sheet



Geekerati Radio is a podcast for geeks, by geeks, and with geeks that isn't afraid to geek out about any topic. Founded in 2007 with mission to cover the full diversity of "geek culture," GEEKERATI has interviewed guests from throughout the "geekosphere."

- A featured show of the BlogTalkRadio Network
- Average episode has 4,000 downloads
- Highest rated episode had 47,000 downloads
- Show Site updated weekly

Geekerati Radio has featured a number of high quality guests, including:

- Film and Television writer [John Rogers](#) discussing the writer strike, LEVERAGE, and comic books.
- Television writer/producer [Tim Minear](#) (Angel/Firefly) discussing the writer strike.
- Television writer/producer [Rob Long](#)(Cheers) discussing the writer strike.
- Game Designer and Author [Matt Forbeck](#).
- Science Fiction author [Susan Palwick](#) who discussed her excellent novel "Shelter"
- Comic Writer/Reporter [Marc Bernardin](#) discussing his Highwaymen comic book. He now works on the show "Alphas."
- Wold Newton Historian [Win Eckert](#) discussing pulps and the Wold Newton Universe.
- Game Designer [James Lowder](#).
- The Big Bang Theory Executive Producers [Dave Goetsch](#) and [Maria Ferrari](#)
- Many others, including Shelly Mazzanoble (Confessions of a Part-Time Sorceress), Kenneth Hite (Night's Black Agents), and a host of game designers/publishers.

Geekerati Radio is ideal for:

- Building and maintaining brand awareness
- Featuring new product lines
- Discussion and promotion of back catalog
- Offer codes to drive clicks and sales

Big Geek Sponsorship (Limited Availability)

- \$50 per episode
- Placement of your audio ad immediately after the show's intro
- Sponsorship reiterated at show's outro
- Large click-thru banner placed on the episode entry at www.geekeratimedia.com

Enthusiast Sponsorship (Limited Availability)

- \$25 per episode
- Allows for the suggestion for an ongoing segment with ongoing sponsorship or featured topic for existing segment. Sponsorship will be mentioned at top of segment.
 - Example: Savage Tips (GM Advice for Savage Worlds) during Christian’s Tabletop Segment

Fan Sponsorship

- \$10 per episode
- Placement of your audio ad in show between segments.
- Your sponsorship mentioned in show outro
- Small click-thru banner in episode entry at www.geekeratimedia.com

Audio Ads

Options:

1. You supply Geekerati with a fully produced audio of up to 60 seconds. Shorter ads are better, but a longer and engaging ad might work.
2. Christian and/or Shawna will read your ad copy including any web offer if any.
3. Christian and Shawna will incorporate bullet points about your product for about two minutes on show during the “What are you geeking out about introduction” including any web offer.
4. Pre-recorded ad plus a brief offer code read by Christian and/or Shawna for Big Geeks.

Any advertisement where Shawna or Christian personally read or chat about your product would be perceived as an endorsement. As such, we ask that we be allowed to sign off on ad copy or bullet points before we finalize the ad buy.

Contact

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