



## Trusted Local Podcast Media Kit

The Association of Directory Publishers (ADP) represents thousands of local print and digital advertising professionals throughout the US. Each member organization relies on the ADP for its leadership, best-practice sharing, and training.

The ADP's soon-to-launch podcast, *Trusted Local Podcast*, is expected to engage our entire member base as well as non-members who seek insights about the evolving needs of local advertisers as well as the advantages - and challenges - of the publishers who serve those needs.

Podcast sponsors enjoy the leading form of advertiser-audience engagement (see stats below). ADP Podcast sponsors who address their publisher's challenges will reach an interested audience of decision makers and influencers.

The ADP podcast host is Steve Bookbinder, CEO and sales expert at DMTraining ([www.dmtraining.net](http://www.dmtraining.net)), a global sales development organization and a training partner to the ADP (see testimonials below). DMTraining reaches their audience through LinkedIn (5,000 followers); Newsletter (4,000 subscribers) and email database (7,000 contacts). DMTraining will promote each episode - and each sponsor – through all of these channels.

### Podcast Details:

**Frequency**

Every other Thursday of each month

**Format**

Monthly expert interviews

**Length**

15-30 minutes

**Distribution**

Apple Podcasts, Google Play, Spotify, Pandora, iHeart Radio

## Sponsorship Opportunities

Since publisher success is the mission of the ADP, members will be encouraged to engage with sponsors with potentially helpful services.

Those sponsors will be given visibility beyond the short commercial format generally available on podcasts. Each sponsor's message will be part of the ADP "content well." In addition, each sponsor will get exposure to DMTraining's audience of global and SMB organizations across many industry verticals.

Sponsors can choose the level of content integration and member engagement that fits their own marketing needs.

Gold, Silver, and Bronze pre-launch sponsorship opportunities are available for first 10 episodes.



### **Gold-Level Sponsors: \$1,500**

- **1 full length podcast** - 15-minute podcast with sponsor as guest. This podcast will "live" with all of the ADPs podcasts and be available on all podcast platforms.
- **Social Clips** – sponsors will receive two 10 - 60 second highlights from their podcast in both video and audio format, which sponsors can include in their social media campaign.
- **Email blast** – Sponsors messages will be included in ADP email blasts to members promoting each new episode.
- **Pre-and Mid-Roll sponsorship message** – The sponsor's message will be delivered live by host in pre-roll and mid-roll position and included in 2 episodes.
- **DMTraining amplification:** DMTraining will promote each episode and sponsor to their followers on their social media and email platforms.

### **Silver-Level Sponsors: \$1,000**

- **1 full length podcast** - 15-minute podcast with sponsor as guest. This podcast will "live" with all of the ADPs podcasts and be available on all podcast platforms.
- **Email blast** – Sponsors messages will be included in ADP email blasts to members promoting each new episode.
- **Pre-and Mid-Roll sponsorship message** – The sponsor's message will be delivered live by host in pre-roll and mid-roll position and included in 2 episodes.
- **DMTraining amplification:** DMTraining will promote each episode and sponsor to their followers on their social media and email platforms.

### **Bronze-Level Sponsors: \$600**

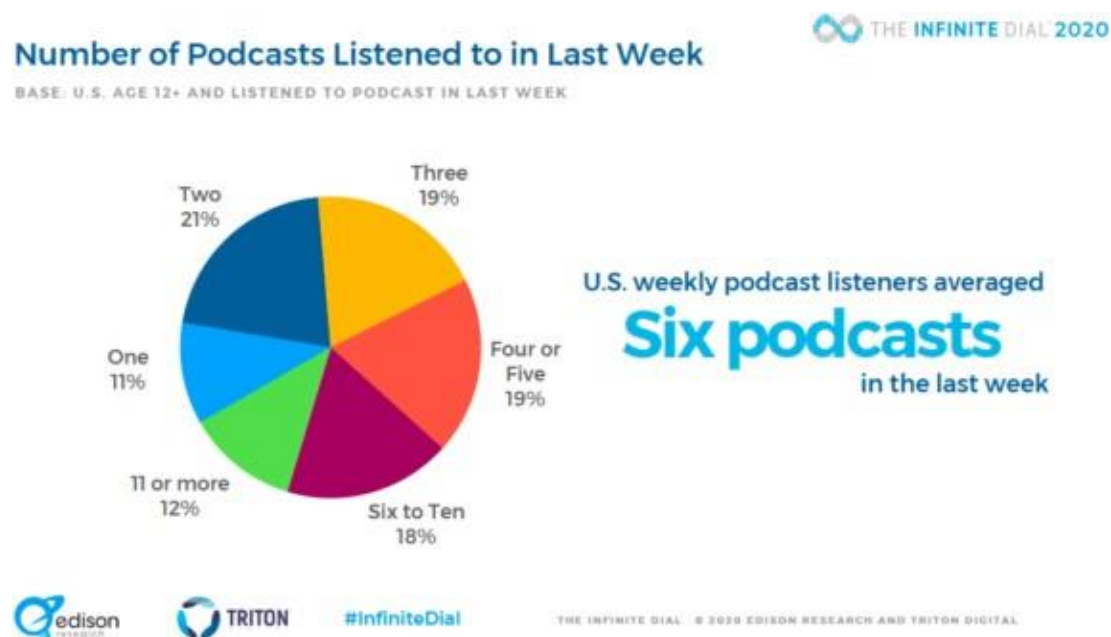
- **Email blast** – Sponsors messages will be included in ADP email blasts to members promoting each new episode
- **Pre and Mid-Roll sponsorship message** – The sponsor's message will be delivered live by host in pre-roll and mid-roll position and included in 2 episodes.
- **DMTraining amplification:** DMTraining will promote each episode and sponsor to their followers on their social media and email platform

## Testimonials

*"I totally enjoy listening to Steve Bookbinder in the ADP Learnapolloza webinars. I am really excited to hear him host the Trusted Local Podcast series for our industry."* – Michael Doran, ATD Media

*"Every time I talk with Steve, I take away something to accelerate my sales pipeline, develop my people or grow my business. His energy is infectious."* – Chris Heilbock, hibu

## Podcasting Stats & Facts



As the directory publishing industry's premier podcasts, the Trusted Local Podcast's audience consists of Print and Online Directory Publishers. These podcasts offer a broad spectrum of educational and information-sharing for the audience.

The Trusted Local Podcast provides unparalleled opportunities for your organization to reach this influential group.

## Contact for Podcast Advertising

Cindi Aldrich  
PO Box Q  
Lake City, MI 49651  
800-267-9002  
[info@adp.org](mailto:info@adp.org)