

# WAPF Wise Traditions Podcast

## THE PODCAST:

- Weekly 30 minute podcast featuring interviews with expert guests
- Topics in the fields of food, farming, and the healing arts
- Providing practical tips to live a healthy, natural, vibrant life

## THE STATS:

- Over 1.5 million downloads since launching in 2016
- 6,000-7,000 downloads guaranteed in first month
- Consistently ranked in the top 50 of alternative health podcasts on iTunes

## THE SPONSORSHIP:

- Each episode will include no more than two companies (not including WAPF)
- Choice of mid-roll or pre-roll or both
- Gain new recognition as listeners tune in for years to come
- Includes the ad, company information in the show notes, and social media recognition

Please submit this form to Mary at [podcast@westonaprice.org](mailto:podcast@westonaprice.org)

## Wise Traditions Podcast Ad Pricing & Packages

\_\_\_\_\_ **Basic: \$115 per 15 second pre-roll (1 episode)**

\_\_\_\_\_ **Basic: \$140 per 40 second mid-roll (1 episode)**

\_\_\_\_\_ **Mid: \$410 for four 15 second pre-rolls (4 episodes)**

\_\_\_\_\_ **Mid: \$500 for four 40 second mid-rolls (4 episodes)**

\_\_\_\_\_ **Max: \$780 for eight 15 second pre-rolls (8 episodes)**

\_\_\_\_\_ **Max: \$950 for eight 40 second mid-rolls (8 episodes)**

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WAPF Wise Traditions Podcast

## Advertisement Details

### **Pre-roll concepts (at beginning of podcast) - 15 seconds**

(Suggested: Name of company, tagline, and website)

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### **Mid-roll concepts (mid-way through podcast) - 40 seconds**

(Suggested: Name of company at top and end, description of product/purpose, tagline, connection to audience, personalization from Hilda if applicable, website)

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### **Would you like to offer a discount or incentive to listeners?**

(For example: 10% off or a free item if listeners use a certain coupon code, like "WiseTraditions10")

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**While we don't do affiliates, we are happy to post your website in the digital show notes, so that listeners can access it. How would you like it to appear?**

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**Additional Comments/Questions:**

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**Signature:** \_\_\_\_\_

Email to [podcast@westonaprice.org](mailto:podcast@westonaprice.org)  
Questions? Contact [info@westonaprice.org](mailto:info@westonaprice.org)  
Phone: 202-363-4394 | Fax: 202-363-4396