



# The Homestead Education

*with Kody Hanner*

## Podcast Sponsorship Package

The Homestead Education Podcast publishes a weekly podcast to most major podcast players and YouTube. Kody Hanner, host of the podcast, enjoys casual conversations with thought leaders in the homesteading, homeschooling, and parenting fields, as well as other related topics.

### Why sponsor our podcast?

We have a multidisciplinary audience that is excited to try and support tried and true companies.

Homestead Education has a large reach through its website, newsletter, social media, and public appearances at most major homestead and homeschool conferences in the United States. The Homestead Education is also an internationally enjoyed podcast topping the Home & Garden charts in over 10 countries.

Type of Promotion	Reach
Podcast	Over 2,000 downloads in first week Many over 5,000 downloads over lifetime
Facebook	Over 11,000 followers Post Reach 400K monthly
Instagram	Over 6,000 followers Over 25K accounts reached monthly
Newsletter	Over 10K subscribers
Website	Over 20K sessions per month
In-Person Events	Minimum two conferences monthly



## Types of Sponsorships

We offer a wide range of packages that can be affordable to all business sizes. We are willing to discuss custom packages as well. Please review the options and requirements below.

Sponsorship Type	Price
Single Episode ( <i>1-minute spoken or recorded slot</i> )	\$100 per episode
Single Episode with Logo Placement ( <i>1-minute spoken or recorded slot with your logo on all social media and newsletter graphics</i> )	\$150 per episode
Full Month of Episodes with Logo Placement	\$500 for 4-6 episodes
Special Ad Creation ( <i>As Needed</i> )	\$100 one-time fee

## Requirements and Considerations

- All advertisers must fit the niche and values of The Homestead Education audience.
- Once a sponsorship package has been selected, the advertiser will be invoiced, and all invoices must be paid before ad placement.
- An affiliate program will not be accepted in lieu of sponsorship payment, but The Homestead Education would be happy to become an affiliate for increased marketing opportunities through all avenues.
- It is strongly encouraged to provide The Homestead Education with a discount code for their listeners. This encourages the audience to buy from your company and helps you to track ROI metrics.
- Take into consideration that buyers often need to be exposed to a product multiple times (and often through multiple avenues) before committing to a purchase. The Homestead Education is one of those.
- The Homestead Education is happy to give first-hand reviews of your product as part of the sponsorship. However, the products must be provided to The Homestead Education at the advertiser's cost. A 5-star review is not guaranteed and, in some cases, may allow The Homestead Education to determine the product unfit for promotion.
- A representative from your company may apply to be a guest on the podcast as well.

## We are excited to get started!

Please apply on our [website](#) for a sponsorship spot with your preferred options. We will get back to you within 5 business days.

[WWW.THEHOMESTEADEDUCATION.COM/PODCAST-SPONSOR](http://WWW.THEHOMESTEADEDUCATION.COM/PODCAST-SPONSOR)