

## WAPF Wise Traditions Podcast

Launched in January 2016, Wise Traditions Podcast has already had over 1.3 million downloads! Each episode garners 7,000-24,000+ listeners and is continuing to grow. We are also listed in the top 50 of alternative health podcasts on iTunes. This show hits a broad spectrum of listeners and potential customers.

What's nice about podcasts is that they are "evergreen." The content is always available, so in the future as people stumble across our show, they will go back and listen to old episodes. Essentially, your ad will be featured constantly for years to come.

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

### Wise Traditions Podcast Ad Pricing & Packages

\_\_\_\_\_ **Basic: \$100 per 15 second pre-roll (1 episode)**

\_\_\_\_\_ **Basic: \$125 per 40 second mid-roll (1 episode)**

\_\_\_\_\_ **Mid: \$360 for four 15 second pre-rolls (4 episodes in two months- 10% off)**

\_\_\_\_\_ **Mid: \$450 for four 40 second mid-rolls (4 episodes in two months- 10% off)**

\_\_\_\_\_ **Max: \$680 for eight 15 second pre-rolls (8 episodes in four months- 15% off)**

\_\_\_\_\_ **Max: \$850 for eight 40 second mid-rolls (8 episodes in four months- 15% off)**

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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

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)  
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