



# Sponsorship & Advertising Opportunities

The Canadian Tech Podcast  
(canadiantechpodcast.ca)

is one of the best-known and most respected podcasts solely focused

on talking about tech news and how it pertains to the lives of every day Canadians.

Derek and Stuart have developed, and continue to develop, a following that enjoys listening to the podcast, and participating as hosts when possible. The passion Derek and Stuart show genuinely shines through as every day practitioners and users of high tech devices and software.

Featuring news about new services, software, devices, and legal matters that pertain to Canadians' use of technology, Canadian Tech Podcast is rapidly becoming the go-to place for news, insight, and analysis that listeners can actually use.

From Jan 2017 to mid-April 2017, the podcast has received over 2,700 downloads, and the website's traffic continues to grow steadily over time.

Now, Canadian Tech Podcast is offering organizations the opportunity to develop a relationship with it, and with its listeners and readers: we accept up to two sponsors for the podcast, and up to three advertisers on the Canadian Tech Podcast website for businesses or organizations who wish to reach technology news fans.

Podcast and blog post content will be created by Derek Silva, co-producer of the site and podcast. Content ideas are welcome; however, Canadian Tech Podcast is under no obligation to use advertiser or sponsor ideas.

## Podcast sponsorship opportunities:

Two sponsorship opportunities are available for the CTP. Sponsors will receive the following benefits:

Sponsor Benefit	Details
<b>Podcast Audio</b>	<ul style="list-style-type: none"><li>- Mention of the sponsor twice during each episode (minimum of two episodes per month)</li><li>- Sponsor mentions remain in episodes downloaded even after sponsorship period ends, meaning sponsors continue to receive benefits beyond the term of their engagement</li></ul>
<b>Meta-Content</b>	Inclusion of sponsors in episode metadata for iTunes, Google Play Music, and other podcatchers
<b>Twitter/Facebook Visibility</b>	Inclusion of sponsors in new episode announcement posts
<b>Podcast sponsorship (two opportunities)</b> \$20 CAD per month; minimum two-month booking Discounts available for longer-term bookings	