



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 March 2017 to August 2017, the podcast has received over 11,000 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 sponsorship opportunities

- 15 sec pre-roll
- 15 sec pre-roll + 60 sec mid-roll (two)
- 15 sec end-roll

To discuss your options, email contact@canadiantechpodcast.ca.

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, but are likely to do so.

Podcast sponsorship opportunities:

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

Sponsor Benefit	Details
Podcast Audio	<ul style="list-style-type: none">- Mention of the sponsor during each episode (minimum of two episodes per month)- Sponsor mentions remain in episodes downloaded even after sponsorship period ends, meaning sponsors continue to receive benefits beyond the term of their engagement
Meta-Content	Inclusion of sponsors in episode metadata for iTunes, Google Play Music, Stitcher, Player.FM, and other podcatchers
Twitter/Facebook Visibility	Inclusion of sponsors in social media posts