

# Geek News Central Media and Advertising Kit

[www.geeknewscentral.com](http://www.geeknewscentral.com)

Updated Feb 1st 2008



### \*\*\* General Information \*\*\*

**GeekNewsCentral.com**- Is a technical websites with daily reporting on news worthy items, and is also the home of the “Geek News Central Podcast” which airs twice a week..

Creator Todd Cochrane, podcaster and published author delivers news and information to an active podcast audience of over 35,000 plus listeners. The twice weekly 1 hour 15 minute show appeals to wide demographic base including everyone from blue collar workers to executives. Our audience is very loyal and 95% of all the listeners listen to the entire show.

Geek News Central Podcast is a Production of Podcast Connect Inc.  
92-329 Kiowao Pl Kapolei Hawaii 96707 (t) 808-741-4923 (f) 619-342-7365

Podcast.com ranked Geek News Central the 5<sup>th</sup> most popular show of 2007 and each and every month is consistently in the top 25 tech shows on most media networks.

The numbers of listeners grow each month, due to the popularity of the host and content of the show. Todd's book, "Podcasting, The do it yourself Guide" published by Wiley publishing under their Extreme Tech series was given an Amazon Editors Choice award along with being one of the top 20 talked about book list from the New York Times.

### \*\*\* Format \*\*\*

This is not your typical dry and boring tech show. This is a program that everyone can listen to. With a demographic base of listeners that tune in for technology, science, security and any other type of technology information. Todd keeps his audiences engaged in the show dedicating at least 20% of the show to listener feedback and commentary.

### \*\*\* How Todd Keeps Geek News Central Listeners Engaged \*\*\*

- Engagement: No show has higher engagement! By encouraging show feedback and including listeners commentary the listeners are a major contributor to the show.
- Promotion: By giving back to the audience through regular contest and giveaways the audience is rewarded when milestones are met or special occasions.
- Connection: The relationship does not end when we quit recording the show it is built upon daily with news and commentary on the main website the writer staff find the juicy stuff so they do not have to.
- Trust: The show host always discloses relationships he may have with various vendors discussed on the show.
- Brand: The Geek News Centrals site and your brand, extends beyond the podcast with content on the site 7 days a week. Our show mailing list and opt-in direct mailing reach over 18,000 of our listeners twice weekly which provides us another way to keep our and your brand in front of them.

We do not rest on our good reputation alone. We promote the site and shows by advertising on mainstream media sites. Todd is a podcast, new media leader and represents nearly 2000 other podcasters through the podcast media site TechPodcasts.com, Blubrry.com, PodcasterNews.com, PodcasFaq.com. His Company RawVoice attends and participates in tradeshow like the Consumer Electronics Show & New Media Expo. Todd writes columns for other major online sites and contributes to national syndicated magazines.

Our family of listeners are treated, and respected just like a close family member; our child safe educational content can be listened to by the whole family. Todd is dedicated to upholding family values. He creates a show atmosphere that everyone can enjoy. Todd's relationship with sponsors go beyond a 30 second ad spot, as Todd only aligns with products and services that he can champion and often helps bridge customer support concerns to our sponsors staff's

**\*\*\* Advertising Rates \*\*\***

Geek News Central and the Geek News Central Podcast, Presented by your BRAND!

You will receive top placement of (1) 120x 240 banner ad, to be placed in the third column of our website, or if available (1) 468x60 banner above the site content. This includes placement of the same ad on all of the Geek News Central sites, including all archived pages on the website. Your ad will occupy over 8000 pages on our site.

An acknowledgement in each Podcast Show notes with your company name and a hyper link to your website [Sponsored by, “Your Company Name”, “www.yourcompany.com”]

A single 30-45 second Audio Commercial within the first 15 minutes of the Podcast.

**Cost \$7000.00 for Entire Month or \$6500.00 per month on a 6 month contract or \$1000.00 per show**

1. Your Podcast Audio Ad will be prefaced by “Sponsored by”
2. We will produce 1 commercial which will run in every show with a minimum of 2 shows per week for a maximum host endorsed scripted ad spot lasting no more than 30-45 seconds.
3. Presented by “sponsorship in twice weekly newsletter”
4. As an option we can arrange weekly giveaways of products you provide. (We will work with you to develop a promotion plan. 82% of our listeners react favorably to sponsor product giveaways or promotions)

*Our polling proves that by advertising on the **Geek News Central Podcast** is by far the best at reaching people who are early adopters and users of technology, who have disposable income to purchase the product we promote.*

Question: How will sponsoring GeekNewsCentral.com help me sell more products?

The answer to that is simple look at our listener demographics no other medium can provide you a more defined categorized listener. During the month of Sept 2007, our site recorded downloads in excess of 339,000 downloads. We utilize RawVoice Media Statistics for third part statistic validation! The show reaches approximately 39,000 unique listeners per show. 91% listen to each show and 95% listen to the entire program. Our listeners have indicated that they are more likely to purchase products that have been recommended to them by us.

In addition the Geek News Central website has an average of 10,000 unique hits per day.

**Ready to boost your sales today? Call Todd Cochrane at 808-741-4923**

**\*\*\* Consider the following Demographics! \*\*\***

**AUDIENCE COMPOSITION OF THE GEEK NEWS CENTRAL PODCAST** A survey that was conducted over a 30 day period in Sep 2007 was answered by 9619 listeners. This survey was only made available to those that listened to the show or subscribed to the podcast newsletter. We asked 21 questions and deducted some of the following information:

Age Demographic:	Income	Education	Have Podcast caused you to replace Radio
22-30 27%	\$20k-\$40k 14%	High School 13%	
31-40 40%	\$40k-\$60k 21%	Some College 26%	
41-55 21%	\$60k-\$80k 26%	Associates 8%	100% 31%
	\$80k-\$100k 20%	Bachelors 35%	75-99% 29%
	\$100k-\$150k 15%	Masters 13%	50-74% 20%
		Doctorate 2%	25-49% 10%
		PHD 3%	1-24% 10%
How do you listen to the Podcast	How have you reacted to our Advertisers	Responses to Ad promotions	What do you spend on online per year
PC 41%		Yes 86%	
MP3 Player 50%	Favorable 91%	No 14%	<1k 14%
	Negative 9%		\$1k-\$2k 42%
			\$2k-\$4k 23%
			\$4k+ 21%

In addition 54% of the respondents were married and 62% of them have kids. On average, listeners have recommended the show to 11 other people. More the half of our listeners use both a Mac and Windows machines **more than half have more than 4 computers.** Pay close attention to the above matrix and you will see a pattern of dedicated listenership and individuals that love to purchase tech toys and services.

**THE BEST FEATURES:** We offer advertisers an opportunity to stand out by offering exclusivity, separating their message from everyone else. Your message will be played once per podcast during a prime segment of the show.

**PROMOTION:** More listener involvement! Contests keep our audience listening for longer periods, and give them an opportunity to have some fun and to win some great prizes. We can even offer prizes offered by your company and customize the giveaway to enhance your advertisement.

**CREATIVE:** We will produce a professional ad for you one that will reach our audience.

**REPUTATION:** We provide the marketplace with, the biggest promotions, the most accurate reviews and information and we have operated with an unequalled degree of business ethics. We have taken the gamble out of buying advertising, we are giving you a medium that is more highly targeted than any other you have ever used before.

### \*\*\* More than Just Big Numbers \*\*\*

For years Todd Cochrane has been at the leading edge of developing technology. His huge Internet following is due to the fact that people know he is a reliable source, based on 25+ years working with advanced technologies. These are compelling reasons why you would be putting your ad dollars in the best podcast market possible, making the difference between a good buy and a great buy!

Geek News Central stands for **Quality** in this ever growing marketplace. This is obvious in our unique web design, diverse podcast content and the ability to draw new listener's. We stay on top because our content is interesting and cutting edge.

Quality and stability also provide **Credibility**. It is hard to rely on shows that are not consistent in their show times and length of program. We listen to our viewers and take their comments seriously to improve our audio content. We have already fine tuned our length of shows & content. Todd has never missed a show in over 300 episodes.

People are tuning into us because they are finding us through a diverse assortment of mediums.

At Geek News Central , we believe that quality, credibility, and reputation really make the difference. Contact us today on how you can become a sponsor and start getting the best investment for your advertising dollar.  
[podcast@podcastconnect.com](mailto:podcast@podcastconnect.com)