

# Advertising Opportunities with Manufacturing Talk Radio



**MFGTALKRADIO.COM**

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Manufacturing Talk Radio has reached over 100,000 listeners since it launched in November of 2013. The live weekly talk radio show offers several radio ad spot opportunities during the live broadcast, including immediately preceding the show, immediately after the show introduction, 20 minutes into the show, 40 minutes into the show, immediately before the close of the show, and immediately after the end of the show. Each episode of Manufacturing Talk Radio is uploaded to servers where it can be heard after the show airs, including iTunes®, Podbean, [steelforge.com](http://steelforge.com) and [mfgtalkradio.com](http://mfgtalkradio.com).



Spots can be purchased within these previous episodes which continue to be downloaded multiple times and for several months after the original live air date.

## On-Air

Guests receive special ad rates and multiple ad plays during the show. Advertisers can provide an MP3 file of their 30 or 60-second ad or we can produce your ad with a professional voice artist and music using client-provided copy. Ads can be run during the live show or inserted into a previous episode in our library of previous episodes which has over downloads every month. Ads run during the live show will remain in that episode in our library in perpetuity.

### Rates for client-produced ads

Live Show	30 Sec	60 Sec	Podcast	30 Sec	60 Sec
Pre-Show	\$250	\$500	Pre-Show	\$150	\$350
After Intro	\$350	\$625	After Intro	\$200	\$450
20 Mins in	\$350	\$625	20 Mins in	\$200	\$450
40 Mins in	\$350	\$625	40 Mins in	\$200	\$450
Pre-Close	\$350	\$625	Pre-Close	\$200	\$450
After End	\$250	\$500	After End	\$150	\$350

*Client-produced ads are submitted as an MP3 no larger than 3MB. Please send as an attachment to [ads@mfgtalkradio.com](mailto:ads@mfgtalkradio.com)*

### Rates for full-service ads

Live Show	30 Sec	60 Sec	Podcast	30 Sec	60 Sec
Pre-Show	\$350	\$600	Pre-Show	\$250	\$450
After Intro	\$450	\$725	After Intro	\$300	\$550
20 Mins in	\$450	\$725	20 Mins in	\$300	\$550
40 Mins in	\$450	\$725	40 Mins in	\$300	\$550
Pre-Close	\$450	\$725	Pre-Close	\$300	\$550
After End	\$350	\$600	After End	\$250	\$450

*Please send us 35 to 40 words for a 30-second spot or 70-80 words for a 60-second spot to [ads@mfgtalkradio.com](mailto:ads@mfgtalkradio.com). We will use our voiceover artist and add background music to produce a professional radio ad spot for you. Completed spots are sent to you for your approval before airing.*

## Advertising on MFGTALKRADIO.COM

Our site is the only place to hear the live broadcast. We offer the opportunity to reach our audience of over 100,000 listeners with your message. Our audience includes professionals from a variety of companies in the manufacturing and non-manufacturing industries, industry associations, federal, state and local governments, as well as listeners from countries around the world. Display ads on *mfgtalkradio.com* are offered at the following rates:

**Leaderboard:** \$400 for 3 months, \$550 for 6 months, \$750 for 9 months or \$850 for one year.

**Skyscraper:** \$350 for 3 months, \$500 for 6 months, \$700 for 9 months or \$800 for one year.

**Banner:** \$250 for 3 months, \$400 for 6 months, \$600 for 9 months or \$750 for one year.

**Rectangle:** \$150 for 3 months, \$250 for 6 months, \$400 for 9 months or \$500 for one year.

The screenshot displays the MFGTALKRADIO.COM website with several ad placements highlighted in red boxes:

- Leaderboard - 650 x 90:** Located at the top of the page, below the navigation bar.
- Rectangle - 250 x 150:** Located on the right side of the page, below the 'Follow Us!' section.
- Skyscraper - 250 x 400:** Located on the right side of the page, below the 'Join our mailing list!' section.
- Banner - 650 x 90:** Located at the bottom of the page, below the 'Listen to our most recent broadcast!' section.

The website content includes the MFGTALKRADIO.COM logo, navigation links (Home, Upcoming Shows, Previous Shows, Contact), a main headline about breaking news in manufacturing, a 'We Are The Voice of Manufacturing - Globally.' slogan, a 'Manufacturing Talk Radio' logo, a description of the live radio show, a 'Click Here' link for guest information, a photo of Natalia Olson-Urtecho, a 'Listen to our most recent broadcast!' section with a video player for 'S2-E3 Senior Economist Talks Global Manufacturing Economy', and a 'Subscribe' button for the mailing list.

### Ad specifications

<b>Leaderboard:</b>	Dimensions: 630 x 90	Format: JPEG or GIF	Max File Size: 150k
<b>Skyscraper:</b>	Dimensions: 250 x 400	Format: JPEG or GIF	Max File Size: 175k
<b>Banner:</b>	Dimensions: 650 x 90	Format: JPEG or GIF	Max File Size: 150k
<b>Rectangle:</b>	Dimensions: 250 x 150	Format: JPEG or GIF	Max File Size: 150k

## Terms

Due to the new nature of the show and live Internet talk radio, standard broadcast industry audience tracking mechanisms are limited. Listenership is presently estimated and more precise data will be made available as tracking tools for IM Radio are developed and implemented. Advertisers in the live show get position preference in the podcasts. Live show ads run for 1 month after the show airs. Podcast advertising buy can be separate from the live show. Podcast ads run for 3-month intervals, with a 5% discount for 6-month, 10% for 9-month and 15% for 12-month runs. All ads are prepaid prior to air date or podcast inclusion. Multiple ads during the same show or podcast receive a 10% discount.

## Copy & Ad Prep

Please send us 35 to 40 words for a 30-second spot or 70-80 words for a 60-second spot to [ads@mfgtalkradio.com](mailto:ads@mfgtalkradio.com). Copy must be submitted at least 7 days in advance of air date. We will use our voiceover artist and add background music to produce a professional radio ad spot for you. Completed spots are sent to you for your approval before airing. Please specify a male or female voice for your ad. Changes to copy, voice or music after production becomes a rework charge of \$150.00.

## Content of Advertising

Manufacturing Talk Radio reserves the right to decline advertising which it deems unrelated, unsuitable or inappropriate to the audience in the sole discretion of Manufacturing Talk Radio.

For more information about the show visit us at [mfgtalkradio.com](http://mfgtalkradio.com)  
or contact us at (800) 695-8213 or [info@mfgtalkradio.com](mailto:info@mfgtalkradio.com)

