

MEDIA KIT & SPONSORSHIP



Intern Pursuit, LLC
PO Box 3856, Winter Park, FL 32790
Office: 321-422-2166
<https://internpursuit.tech>



What Is The Intern Whisperer and Intern Pursuit?

The Intern Whisperer is a live radio/Facebook show distributed on 6 podcast channels distributed globally. It is owned and operated by Intern Pursuit, a SaaS platform that provides employers with intelligent intern management from recruitment to transition.

Our format is a talk show that features employers from startup CEOs, small business owners, to large corporations. They share their business background, stories, predictions about industry and job opportunities that are the future of work. Our guests also share what a typical day would look like for an intern in their business and pass along mentor or leadership nuggets.

Where Are We Located And Our Reach?

Intern Pursuit is located in StarterStudio, 101 South Garland Avenue, Orlando, Florida (mailing address: P.O. Box 3856, Winter Park, FL 32790). You may contact us at info@internpursuit.tech or call us at 321-422-2166 regarding sponsorship.

The Intern Whisperer Program airs from Valencia College East Campus. To connect to the show:

- Download [Valencia College Radio app](#) (available on Android phones)
- Live radio shows air on Tuesdays from 6:00 p.m. to 8:00 p.m. EST weekly on [Valencia College Radio](#) and on [Intern Pursuit's Facebook video](#) page. (be sure to follow Intern Pursuit and get notified when our show goes live).
- Intern Whisperer podcast channels

Podbean	Spotify	iHeartRadio	Apple Podcasts	Google Podcast	Stitcher

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DISTRIBUTED CONTENT CHANNELS (Organic Growth, April 30, 2020)

	Facebook	YouTube	LinkedIn	Instagram	Twitter	Podbean, iHeartRadio, Apple, Stitcher, Spotify, Google Play 115 Episodes					Total
Followers	442	25	230	288	72	6	n/a	n/a	n/a	n/a	1,063
Podcast Download						744	n/a	n/a	n/a	n/a	744
Page Views	See Tables		103								

April 2020

SHOW THEMES	INDUSTRIES (ILinkedIn)	GENDER (Facebook)	Age (Facebook)
1. #FutureofWork 2. Industry innovation 3. HR Thought Leaders 4. Entrepreneur Stories 5. Wild Card Topics	1. Education 2. Marketing 3. Operations 4. Human Resources 5. Support 6. Business Development 7. Administration 8. Engineering 9. Research 10. Product Management	Women (57%) Men (42%)	18-24 W-7%, M-5% 25-34, W-16%, M-12% 35-44, W-17%, M-11% 45-54, W-12%, M-9% 55-65, W-4%, M-2% 65+, W-2%, M-2%

What Are The Benefits of Sponsorship With Intern Pursuit's The Intern Whisperer Show?

- **Podcast Outreach Statistics.**

- 50% of all homes are podcast fans Credit: Nielsen Q3 2017 Podcast Insights
- 50% of all US homes are podcast fans (Nielsen, Aug 2017)
- 55% (155 million) of the US population has listened to a podcast – up from 51% in 2019 (Infinite Dial 20)
- 37% (104 million) listened to a podcast in the last month – up from 32% in 2019 (Infinite Dial 20)
- 24% (68 million) listen to podcasts weekly – up from 22% in 2019 (Infinite Dial 20)
- 16 million people in the US are “avid podcast fans” (Nielsen Q1 2018)
- 51% of podcast listeners are male – same as US population (Infinite Dial 20)
- 45% of monthly podcast listeners have household income over \$75K – vs 35% for the total population
- 27% of US podcast listeners have a 4-year college degree – vs 19% for US pop
- 63% of podcast listeners are white – vs 58% for US pop (Infinite Dial 20)
- Age of monthly podcast listeners versus US population (Infinite Dial 20):
 - 12-34: 48% (vs 37%)
 - 35-54: 32% (vs 40%)
 - 55+: 20% (vs 23%)

- **Affordable Pricing.**

Our shows are distributed on reputable, well-known podcast channels which is important in advertising. We use targeted hashtags to promote your show when reaching the demographics that listen to podcasts. Who is the audience?

- Podcast listeners are much more active on **every** social media channel (94% are active on at least one – vs 81% for the entire population)
- Podcast listeners are more likely to **follow companies** and brands on social media
- Podcast listeners are more likely to **subscribe to Netflix** or Amazon Prime (meaning they are less likely to be exposed to TV advertising)



- Podcast listeners are more likely to **own a smart speaker** (Amazon Alexa or Google Home)
- **Easy Process.** We can promote your show within days on The Intern Whisperer and promote it on our social channels.
- **Support Startup.** Every business has a story and ours is that we want to encourage one another with business stories from entrepreneurs. How they weathered the storms of challenge and celebrated accomplishments. Similarly, we were all an intern at some point in time. But then again, aren't we all interns in life? Technology changes daily, and adopting a continuous learning mindset and a culture that embraces growth means we all learn from one another. That is how adults learn - through story telling.

Why Advertising on Podcasts Works

1. Trust

One of the biggest reasons podcast advertising is so effective is that listeners tend to be loyal, and as a result, trust the hosts and their recommendations. In fact, 58% of all podcast fans listen to [three-quarters or more of what they download](#), and 78.6% listen to podcasts for more than [seven hours a week](#). In many ways, podcast advertising is comparable to [influencer marketing](#) – but it's often much more affordable. In fact, I've found it to be one of the cheapest ways to build a brand and an audience. This could go some way to explaining why marketers are expected to [spend more than \\$1bn](#) on podcast advertising by 2021.

This is in large part because podcast advertising differs significantly from more traditional ad formats, in which ads are matched to the medium they appear on, but that's all.



There's no personal link between the ad and the brand – the ad just appears on a specific website or during a TV break because the brand matches the audience of the website or show in question.

When advertising on a podcast, you're benefiting from a personal recommendation from the hosts, people that the listeners trust. Better yet, you (generally) get all this at a far more affordable rate than similar forms of marketing.

2. High Engagement

Unlike TV, listeners tend to give podcasts their full focus.

Sure, this is never guaranteed – we all get distracted – but it's easy to give half our attention to a TV show and the other half to our cell phones. It's far trickier to do the same with a form of media we can listen to but can't see.

Podcasts aren't played as background noise. They're (generally) consumed wholly in a similar manner to a book.

What's more, a lot of regular podcast consumers tune in when it would be difficult to do anything but listen: When they're commuting to work, or while walking or working out, for example.

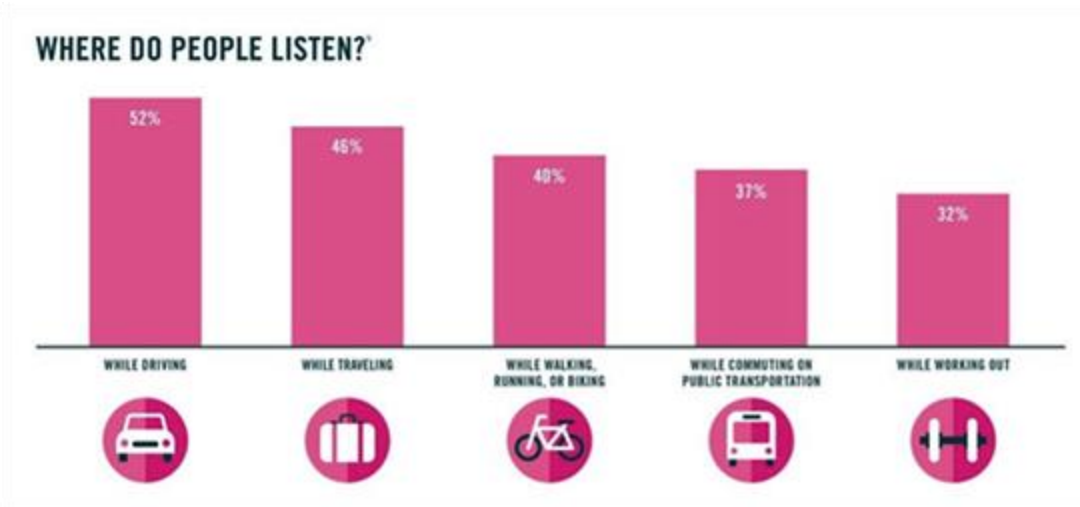


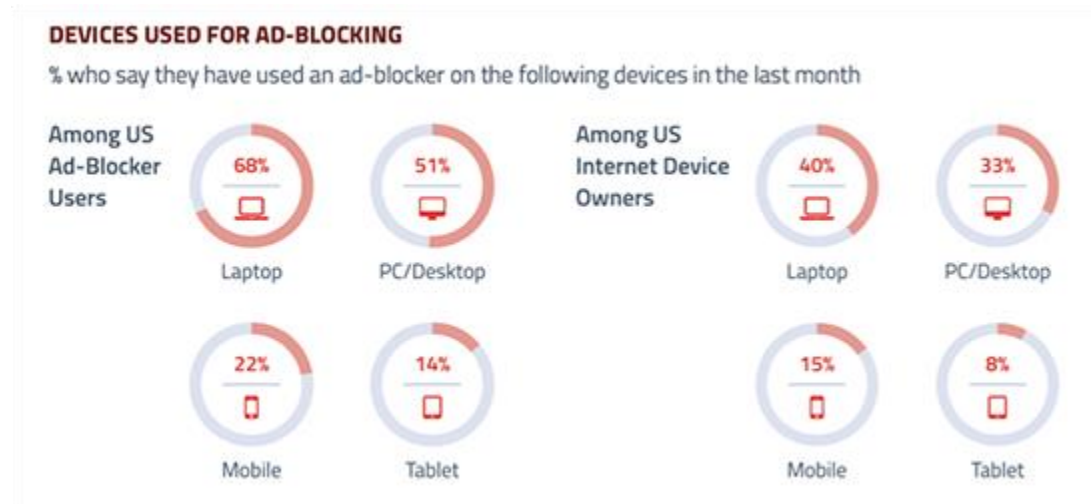
Image Credit

70% of listeners say that – at least on some occasions – [they do nothing else](#) while listening to podcasts. Just [29% of listeners report listening while at work](#) – presumably because work makes it tricky to give the podcast the attention it requires.

Even where listeners are simultaneously performing other tasks, evidence shows this may lead to higher engagement. It was found that rather than reducing brand impact, [people who were active while listening to a podcast](#) showed 18% higher engagement, a 22% hike in long-term memory of the podcast, and 40% higher emotional intensity.

3. No Ad Blockers

The use of ad blocking software is widespread and rising, and it's forecast to [cost publishers \\$35 billion by 2020](#).



[Image Source](#)

Ads in podcasts cannot be blocked by ad blockers, and, while in theory, they could be skipped, [they reportedly rarely are](#).

The Intern Whisperer offers flexible sponsorship packages to business owners. (Valencia College Internet radio, live Facebook, 6 podcast channels, YouTube channel (recorded shows), IGTV, and shared on our social channels (Facebook, LinkedIn, Twitter, and Instagram), featured in our newsletter, and other print promotional collateral.

PACKAGE A: ONE EPISODE SPONSOR

Intern Whisperer airs 2 live shows on Tuesdays Prime Air-Time (6:00 pm EST – 8:00 pm EST)

- Acknowledge sponsor on live air during show from Valencia College Radio station

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- Acknowledge sponsor in social media distribution on Facebook, LinkedIn, Twitter, and Instagram. Our video show is also aired on YouTube
- The Intern Whisperer is distributed as a podcast on iHeartRadio, Apple Podcasts, Google Play, Spotify, Stitcher, and Podbean and sponsor promo is shared on recorded shows.
- Total mentions per show:
 - **One Show Rate: \$80**
 - **Two Show Rate: \$150**

PACKAGE B: MONTHLY SPONSOR

- 1 live, on-air sponsorship announcements per show and 1 recorded sponsorship announcements on second play
- Acknowledge sponsor in social media distribution, posted on Facebook & LinkedIn 2-times/day, 5-days/week (Facebook, LinkedIn), posted on Twitter 7-times/day, 5-days/week, Image of Company Logo and name posted on Instagram, Facebook live recorded and loaded on YouTube.
- Show is also distributed as a podcast on iHeartRadio, Apple Podcast, Google Play, Spotify, Stitcher, and Podbean
- Total mentions per week: 35
- **Monthly Rate: \$300**

PACKAGE C: QUARTERLY SPONSOR

- 1 live, on-air sponsorship announcements per show and 1 recorded sponsorship announcements on second play
- Acknowledge sponsor in social media distribution, posted on Facebook & LinkedIn 2-times/day, 5-days/week (Facebook, LinkedIn), posted on Twitter 7-times/day, 5-days/week, Image of Company Logo and name posted on Instagram, Facebook live recorded and loaded on YouTube.
- Total mentions per week: 35
- Show is also distributed as a podcast on iHeartRadio, Apple Podcast, Google Play, Spotify, Stitcher, and Podbean
- Scholarship sponsor: Half of sponsor dollars go towards the Intern Pursuit Scholarship Fund. This fund allows Intern Pursuit students to apply for a stipend when working with Intern Pursuit employers.
- **Quarterly Rate for Live, Podcast, & Scholarship Sponsorship \$800 per quarter.**

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