



# The Greylock Glass

Exploring, Reflecting, Focusing on Life In The Berkshire



## Advertising with the Greylock Glass

**T**he *Greylock Glass* was born two years ago as an alternative news outlet to serve unmet journalism needs in the region. Since then, people have downloaded almost 50,000 hours' worth of our podcasts covering arts, business, politics, community, food, and more.

We present stories that are so insightful and unique, audiences are surprised to find their appreciation of our region's treasures grow even more, whether they are residents or visitors.

*"Podcasts are the number one audio source by time of consumption among podcast listeners."*

— Edison Research

### The Podcast Market



\* In 2017, 40% of Americans, or 112 million, have listened to a podcast, and 67 million listen at least once a month. This number has nearly tripled since 2008.

\* Of the 42 million Americans who listen weekly, 58% listen between 1 and 5 hours each week.

\*\* When you see people walking around listening to their phones with their earbuds in, 8% of the time they're listening to a podcast when they aren't having a conversation.

#### Who's Listening?

\* 31% of podcast listeners over 18 years old have an annual household income of more than \$100,000, in comparison with just 22% of the total population.

\* 57% have earned at least a four-year degree, in comparison with just 42% of the total population.

\* 63% are employed full-time.

\* 51% of monthly audiences listen at home.

\* 22% of monthly podcast consumers listen in vehicles.

\* 43% of weekly podcast consumers also listen to public radio.

\* The Podcast Consumer Report, by Edison Research & Triton Digital

\*\* Edison Research "Share of Ear" — Ages 13–34 survey, 2016

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**G**etting your message in front of receptive audiences has never been easy. Now, with dwindling (and expensive) print channels, ever-narrower market segmentation, and increasingly sophisticated online ad-blocking software, it's a wonder your potential supporters and customers *ever* find out what you have to offer.

## Podcast Listeners Will Hear You

People don't accidentally hear a podcast episode. They actively seek out content that interests them, subscribe or download shows, and make a point of listening at times when they can focus on the audio. In other words, they intentionally *opt in*.

Your message isn't buried below an article they didn't read. It's not playing in the background while they're in the kitchen getting a snack. It's not tuned out while they search for music somewhere else on the dial. Whatever the episode length, podcast listeners are committed, active content consumers.

## You Are Their Champion

Unlike in other channels, advertisements don't tend to irritate podcast listeners. These audio lovers appreciate business owners who are willing to support this emerging media format.

And, of course, our gratitude is also genuine. When you sponsor a program on the *Greylock Glass*, we tell listeners, on air, that your company's sponsorship is the reason they are enjoying the show. No hype. No special effects. Just an authentic discussion that highlights why people should consider supporting the companies that support us.

## Message Multipliers

**On our website:** Through in-text visuals in each program's show notes, listeners have the opportunity to click through to your company's website or sales portal. This important, affordable destination is where listeners go to find out more about the information heard in the podcasts, to follow links mentioned in the show, and to interact with other listeners through the comments.

**In our newsletter:** Your visuals can have a prominent place in our weekly newsletter, *Prism*. This content channel delivers some of the most concentrated *opt-in* audience affinity, and, as such, is reserved for those among our sponsors who need to reach our listeners in the most direct way possible.

**On social media:** We don't keep our appreciation a secret, either. Every episode of every program is promoted through social media, and our thanks for your support of that show will be at the top of the post or tweet. As people share and like the post, our gratitude is amplified, and opportunities for engagement with your brand increase. We don't charge for social media mentions—sharing is caring!



# The Greylock Glass

## Ads and Rates

**A**udio advertising prices listed are current as of June 1, 2017 and indicate placement on a per-episode basis unless special arrangements have been negotiated. All ad purchases, regardless of type or amount, come with a statement of appreciation on social media, including “tags” to clients’ Facebook or Twitter accounts. Packages including audio, display, newsletter, and social media placements are an excellent value. Contact us to put together a custom-built campaign to maximize your messaging efforts.

### Audio Spots

The *Greylock Glass* makes it easy to bring your message to the attention of local audiences. Podcast listeners don’t hear the shows incidentally, either. They are actively listening to programs in which they’ve invested their time and loyalty. And they genuinely have a warm appreciation for episode sponsors. Plus, once your ad is embedded in one of our episodes, it stays there—so listeners find out about your support for the show whether they download it today or long into the future.

**Episode Sponsorship** — \$200

15-second mention at the top of the show, 30-second voice-over or produced spot halfway through the episode, and a 15-second mention at the end of the episode. PLUS: Episode Sponsorship includes a 300 × 300 display ad, social media acknowledgement and prominent placement in our weekly newsletter.

**30-Second Spot** (mid-roll) — \$125

**15-Second Spot** (either beginning/mid/end-roll) — \$75

Don’t have produced audio spots? We can connect you with professionals who offer production services.

### Display Ads

Display ad prices listed are current as of June 1, 2017, and indicate monthly placement unless special arrangements are negotiated. Ad graphics are still images that link to a sponsor’s official website or social media page. All ads will be identified as such, per SEC guidance. Ads may be “swapped out” each week of a placement contract at no extra charge by special arrangement.

<b>Homepage</b> (monthly)	<b>Episode</b>	<b>Section</b> (monthly)
<b>Header</b> 500 × 100 — \$280	<b>Header</b> 500 × 100 — \$60	<b>Header</b> 500 × 100 — \$100
<b>Sidebar</b> (above fold) 300 × 500: \$280 <b>Sidebar</b> (above fold) 300 × 300: \$200	<b>Sidebar</b> (above fold) 300 × 500: \$60 <b>Sidebar</b> (above fold) 300 × 300: \$40	<b>Sidebar</b> (above fold) 300 × 500: \$100 <b>Sidebar</b> (above fold) 300 × 300: \$75
<b>Sidebar</b> (below fold) 300 × 500: \$160 <b>Sidebar</b> (below fold) 300 × 300: \$120	<b>Sidebar</b> (below fold) 300 × 500: \$40 <b>Sidebar</b> (below fold) 300 × 300: \$30	<b>Sidebar</b> (below fold) 300 × 500: \$70 <b>Sidebar</b> (below fold) 300 × 300: \$50



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## The Shows

**T**he *Greylock Glass* keeps a solidly local focus in its news programming, yet it has a geographically broader focus and appeal with our features and entertainment content. We've been honored to have as guests on our programs winners of the Obie Award, Pulitzer Prize, Julia Child Award, American Academy of Arts and Letters Award in Literature, and Grammy as well as Indie Awards.

By the end of June 2017, just over 50,000 hours' worth of audio produced by the *Greylock Glass* will have been enjoyed by people from around the world—news and narrative from the Arts, Food, Faith, Business, Politics, Education, and more. We've told powerful stories about local people making a difference in the community. We've broken a story or two. We've aired exclusive interviews and we've shared never-before-heard tunes. We've covered plenty of the day-to-day news, too.

Listeners can access shows directly from the website, subscribe via iTunes, or download using a mobile or desktop podcast player app.

### **The Top Left Corner**

Our general news show is concerned with Massachusetts' northwestern-most corner, with occasional forays into southern Vermont and New York's Hudson Valley.

### **The Berkshire Business Outlook**

The BBO is a check-in on the local economy through business profiles and interviews with professionals who understand issues relating to local commerce.

### **Will Call**

This weekly exploration into the Berkshires arts world offers behind-the-scenes insights with news, exclusive interviews, and analyses of the ever-fluid state of our cultural organizations.

### **INDIEcent Exposure**

This is the show with raw, youthful energy that celebrates the unfiltered creativity found in the area's wealth of Indie music, theatre, film, and other arts. Sometimes rated PG-13.

### **The Cornbread Cafe**

Our newest show, this is an American Roots music festival in every episode that features tunes and interviews from artists from all over North America and has listeners worldwide.

### **Plenty**

On our weekly "agriculinary" show, we explore everything related to our daily repast, from the exploding farm-to-table scene to getting the most out of the home chef's own efforts. Because our diet is global, our scope may be as narrow as your own kitchen garden or as broad as climate change.

