



ABOUT MANSFIELD PODCAST

2024 Advertising Rate Card

	30-Second Commercials	60-Second Commercials
13 weeks (3 months)	\$825	\$1,090
26 weeks (6 months)	\$1,475	\$1,960
52 weeks (12 months)	\$2,795	\$3,715

Bells & Whistles

Add 20% for specific ad placement

Want your commercial to run before or after a specific segment of the show? We can do that!

Open and close Billboards

A billboard announces your sponsorship at the beginning (open) and end (close) of a segment.

Open billboard example: “This segment is brought to you by XYZ Construction. Visit their website today at XYZConstruction.com.”

Close billboard example: “This segment was brought to you by XYZ Construction; building relationships at XYZConstruction.com.”

\$275
limited supply
**only available
with a
60-second ad
purchase**

Commercial script writing and production

If you don't have a ready-for-radio commercial produced, we can help you write it. We also hire some of the best voiceover professionals in the country who can make your commercial sound great (or you could voice it yourself). We do the editing, production and insert the commercial into the program.

\$230.00
per commercial

Bonus

All sponsor logos (w/ website link) are added to the About Mansfield email marketing as well as social media mentions as a new advertiser.

No charge

Consumer Advice

Need an extra marketing boost? Ask about our About Mansfield Consumer Advice Series!



ABOUT MANSFIELD PODCAST

About Mansfield launched on January 2, 2020 and remains to date as Mansfield's only source for news, talk and information. With over 200 programs produced, each weekly episode contains a 45-60 minute package of local Mansfield news, sports, features, as well as an in-studio talk-show-style interview (with a political candidate, business owner or fascinating person with a story to tell), listener comments and the Mansfield Trivia question.

The benefit of a podcast is that the program is always accessible, playable on-demand and, unlike a reading a newspaper, can be listened to while tending to other activities (walking, driving, cooking, etc.). The podcast format is perfect for the person who is on the go.

In addition to our website, About Mansfield can also be heard on Apple Podcasts, Google Play, Spotify, iHeart Podcasts and other major podcast platforms.

How About Mansfield benefits the sponsors

While most podcasts are produced with the intent of being heard nationally or even globally, the target listener for **About Mansfield** resides within a 36 square mile radius — within the City of Mansfield, Texas. This gives the advertiser the opportunity to reach out directly to the Mansfield market.

Listener involvement

The best way to retain listeners from show-to-show is to get them involved. We offer several ways for listeners to contribute to the show by way of accepting news tips, event submissions, comments about the show (by email or voicemail), participating on our active social media pages, and/or by participating in our Mansfield Trivia question.