

STEAL *the* SHOW

WITH MICHAEL PORT

RATE SHEET

Speeches, job interviews, deal-closing pitches... *Steal the Show* offers a fast track to the highest paid experts in your industry. Our unique shows, hosted by Michael Port, give you the insider that experts expect on a can't-miss, never-time-to-lose hour. Michael Port is a New York Times and Wall Street Journal bestselling author of 6 books, including *How to Win Friends and Steal the Show*, a top-rated corporate speaker, and former professional actor, having guest starred on shows like *Sex & The City*, *Law & Order*, *Third Watch*, and many others.

#1 iTunes New and Notable



BUSINESS



EDUCATION



SOCIETY

GUARANTEED LISTENERS

Over **5,000**
downloads per episode.

In more than
51 countries



Our typical listener is:
age 30-55
a micro or small business owner
50% female, 50% male

OUR LISTENERS TAKE ACTION

77% of our listeners have also purchased something after hearing about it on the show.

EXPOSURE TO NEW LISTENERS

Several times a week, a whole new audience is exposed to *Steal the Show* with Michael Port for the first time because our guests have massive audiences. Every new episode, our featured guests share their appearance with their massive audience, thus exposing *Steal the Show* with Michael Port to a new audience weekly.

SOME PAST GUESTS INCLUDE:

 Seth Godin Marketing Legend and author of 18 books	 Robb Burg Bestselling author of <i>The Go-Giver</i>	 Esther Perel Relationship Therapist and author with 1 million views on her TEDTalk
 John Lee Dumas host of <i>Entrepreneur on Fire</i>	 Jordan Halperin host of <i>Air of Charms</i>	

OPTIONS

- Rolls:**
 - 15-second pre-roll
 - 30-second mid-roll
 - 15-second post-roll
- ADDITIONAL OPPORTUNITIES**
 - Banner & text advertisements in our newsletter, which goes out to 87,000+ small business owners each week.
 - Dedicated solo sponsor emails promoting your product exclusively.
 - Sponsored social media posts.
 - Live events sponsorship.
 - Merchandise related sponsorship.
 - Tattoos of your logo on Michael Port (no, not really).
 - Specialized segments are also available where we interview your brand ambassador for an entire episode, customizing the experience to serve your brand and our listener.

HOW ARE THE VARIOUS PODCAST ADS CREATED?

We work with you to craft perfect reads & placement.

Your ads will be read by Michael Port who - before becoming a NY Times and Wall Street Journal bestselling author of 6 books and a podcaster - was a voiceover artist for brands including (but not limited to) AT&T, Pizza Hut, Coors Beer, Braun, MTV, AMC, Home & Garden Network, and many others. So, you won't find a better read for your ad on any podcast.

OUR PROMISE

We will guarantee 5,000 downloads per episode within 30 days of release.

We'll work with you to create a sponsorship relationship that is designed in a way that serves your needs and produces our promised results. We can start off with a three-month, short-term contract; if we reach your goals, we can take the next step and put a longer-term engagement in place.

CONTACT US
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