

In Post Media :  
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WE GET YOU SEEN.

[www.inpostmedia.com](http://www.inpostmedia.com)



# EXPERIENCE REAL GROWTH

A PODCAST  
STRATEGY  
THAT  
**ACTUALLY**  
WORKS

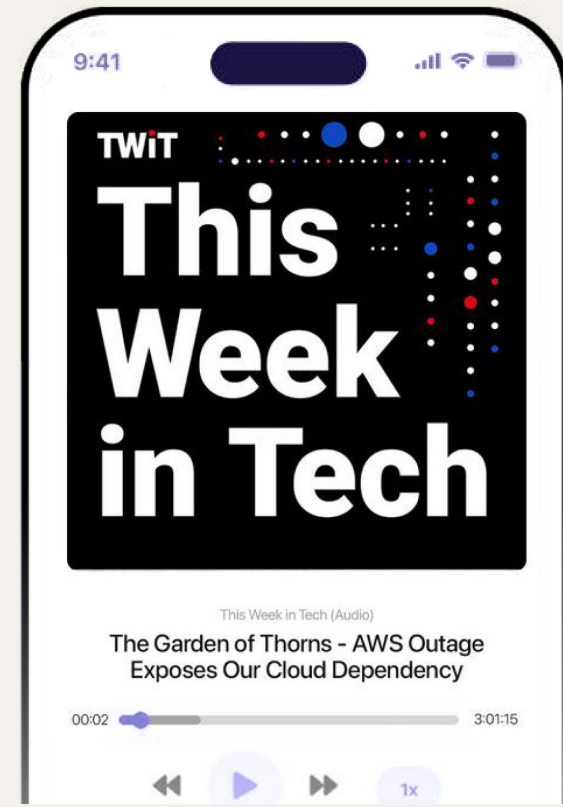
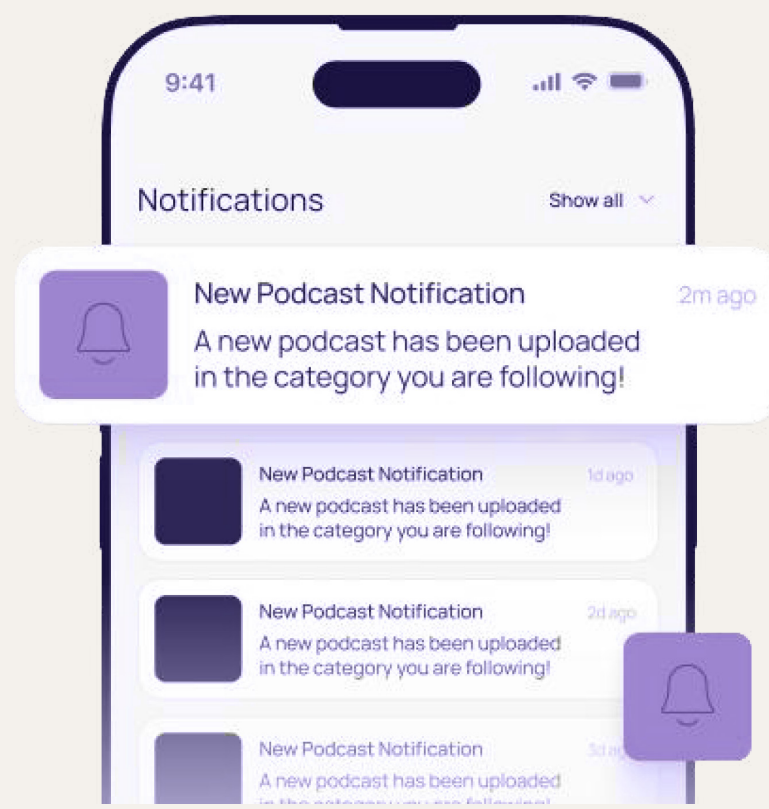
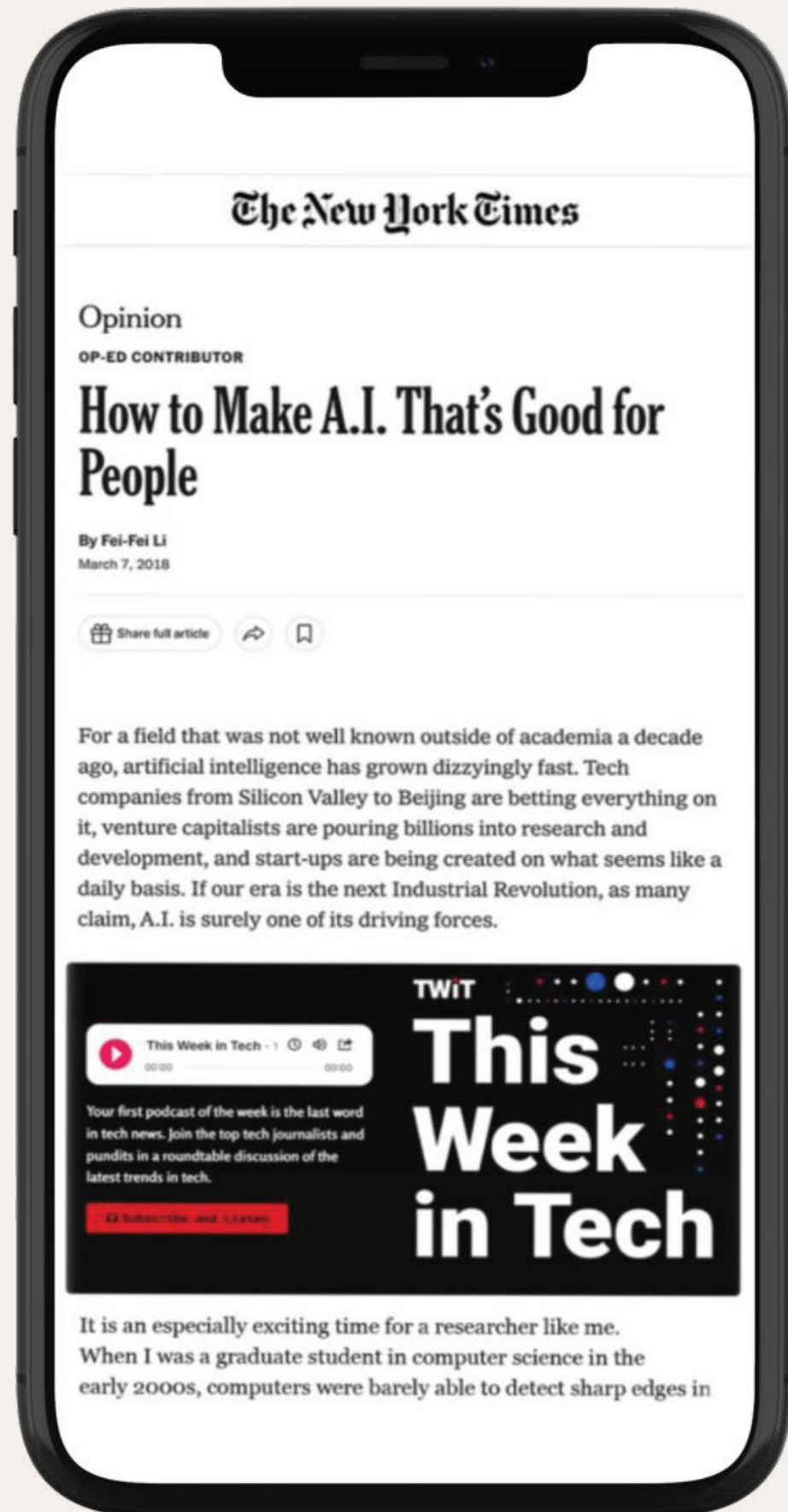
# REACH NEW LISTENERS

**Our campaigns put you where your soon-to-be listeners already are. We place your podcast in front of people with interests relevant to you, your brand, and your content.**

We use targeted advertising to get your podcast in front of new audiences with placements on high-traffic websites and major publications like NYT, Forbes, and ESPN. Our **Real Growth** strategy takes the headache out of audience growth with fully managed campaigns that show clear results via increased downloads. Engaged listeners consume your episodes on our in-house, web-based player—and you gain 100% Cloudflare verified, IAB-compliant downloads.

01. TARGETED ADVERTISING
02. CLOUDFLARE VERIFICATION
03. IAB COMPLIANT
04. SOLUTIONS FOR EVERY BUDGET

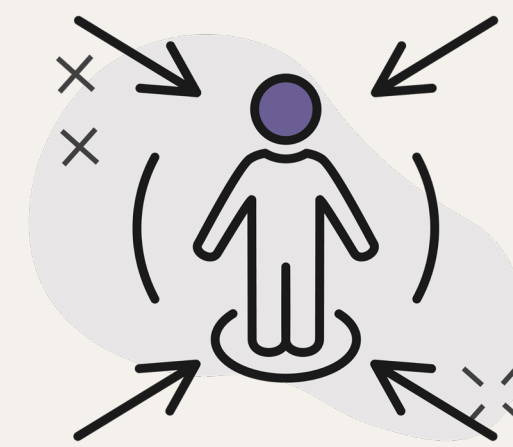
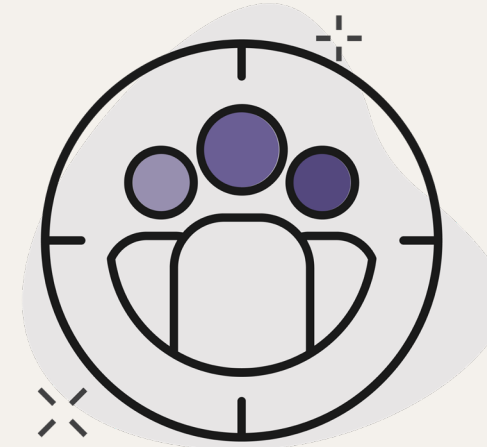




01. **PODCAST TRAILER CREATION**
02. **TARGETED, HIGH-VISIBILITY PROMOTION**
03. **PUSH NOTIFICATION SUBSCRIBERS**
04. **INCREASED DOWNLOADS**

You send us a trailer for your show (don't worry, we'll work with you to make sure it's perfect) and your work is done! We place your trailer in contextually relevant articles on premium, highly-trafficked, brand-friendly websites. Your trailer is guaranteed to receive a certain number of plays as determined by your campaign budget. Listeners who like what they hear can subscribe to push notifications through their mobile

devices (iOS & Android). Our push notifications increase engagement and episode downloads by directing listeners to our web-based player that is filled with your latest episodes. Downloads will appear in your podcast host as Chrome, Safari, Firefox, and other web browsers and comply with all IAB standards. Cloudflare monitors and verifies all our campaign traffic, so only real humans can listen to your podcast.



# HOW IT WORKS

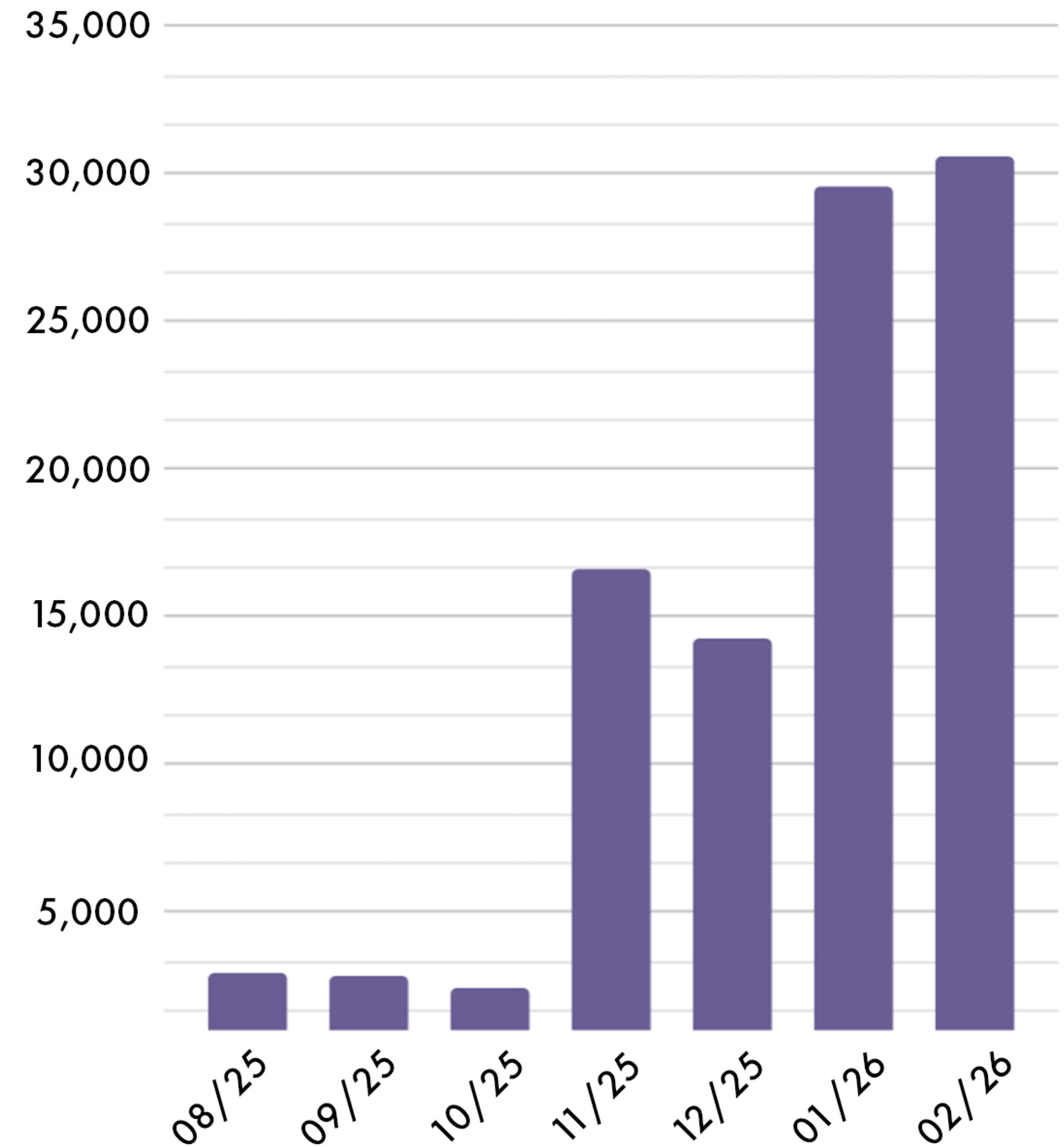
# CASE STUDY

- 01. **HEALTH & FITNESS CATEGORY**
- 02. **300+ PUBLISHED EPISODES**
- 03. **STALLED AT ~4,000 MONTHLY DOWNLOADS**
- 04. **IMMEDIATE RESULTS**

This client has been CONSISTENT with their podcast from the beginning. They have great content, a clear message, high-quality production, and promote the podcast through multiple 50K+ social media channels regularly. Despite their consistent effort, top-tier educational content, and heavy social promotion, the podcast was in a rut. While they had accumulated an extremely dedicated following and consistent listenership, they wanted to increase the amount of new ears finding the podcast.

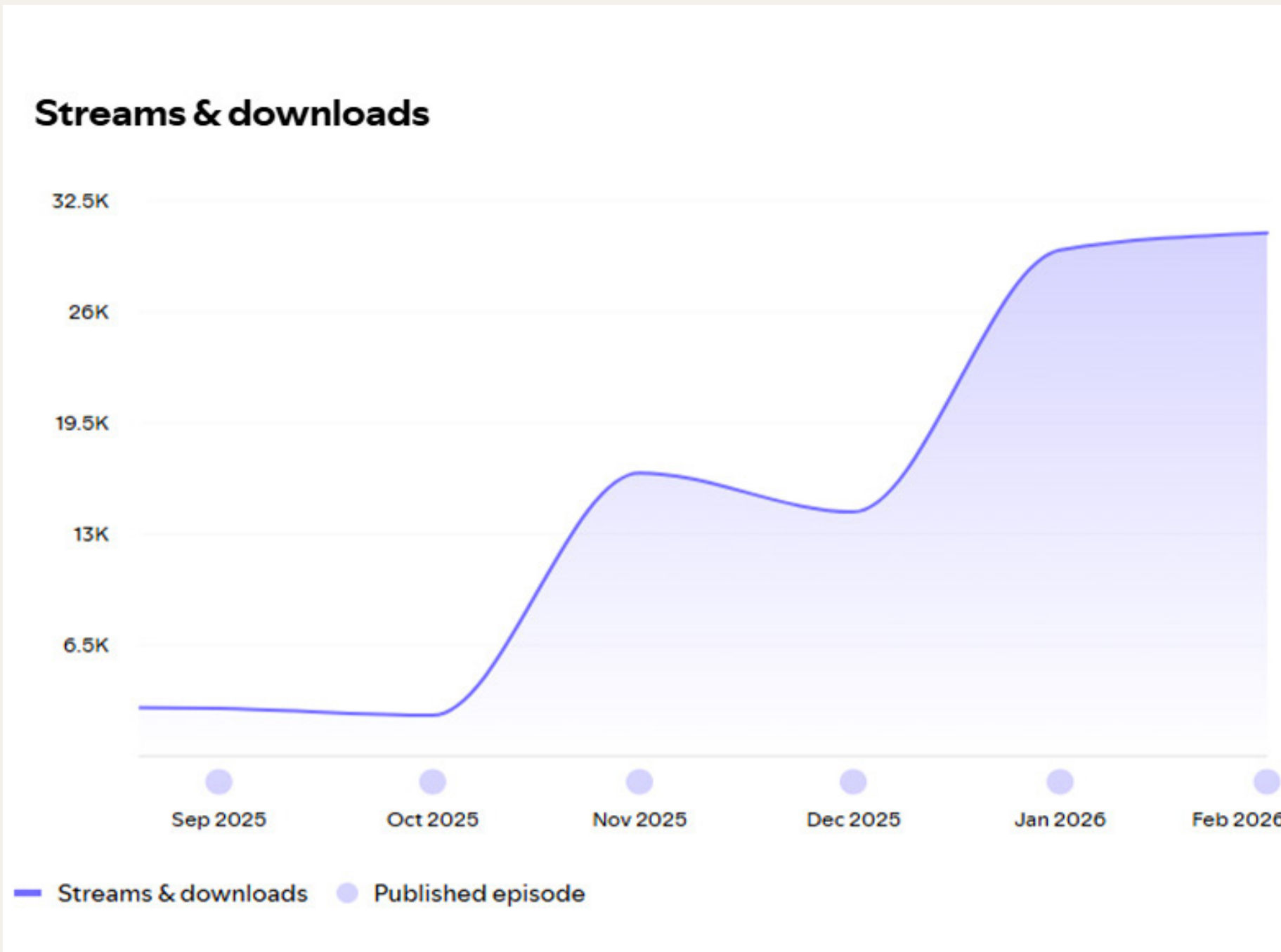
With a starting investment of just \$1,000, they were able to see an immediate jump with over 12,000 additional downloads in their very first campaign. This accounted for a 278% growth from their previous month. They also saw an uptick in discovery calls for their coaching services, with many referencing the podcast as how they found them. Encouraged by their initial success, the client committed to a long-term ad campaign and over 4 months has amassed over 90K downloads at a cost-per-download of just \$0.13!

### STREAMS & DOWNLOADS BY MONTH



# STATS

From stalled at ~4,000 monthly downloads to over 30,000 monthly downloads, we were able to maximize their budget by achieving a staggering cost-per-download of just \$0.13. This 750% growth from their average month has allowed this client to help more people for free with their high-quality educational content, increase the number of incoming inquiries to their coaching services, and grow their community of dedicated listeners.



Total Downloads



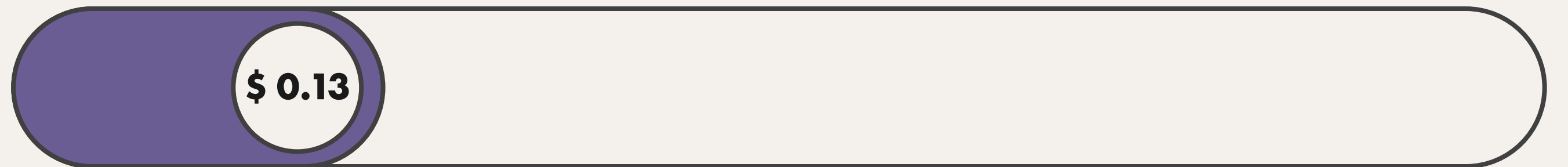
Increase



Investment



Cost Per Download



Downloads Added  
**87,000+**

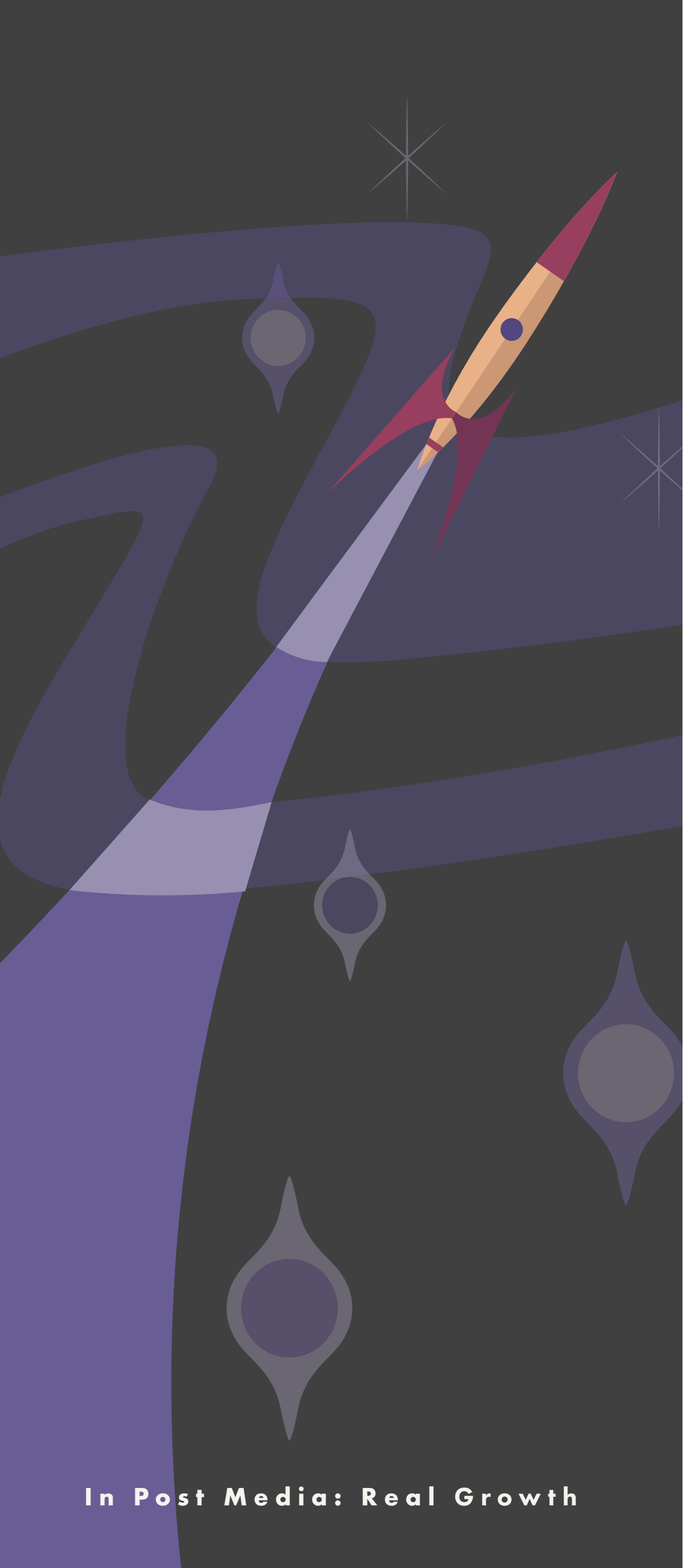
\*Total downloads added over 4 months

Growth  
**750%**

\*Current month compared to the average month

Total Investment  
**\$12,400**

CPD  
**\$0.13**



# MORE RESULTS

## CATEGORY: CULTURE

DOWNLOADS ADDED	
<b>300K+</b>	
TRAILER PLAYS	IMPRESSIONS
<b>1.5M</b>	<b>4.0M+</b>
INVESTMENT	COST PER DOWNLOAD
<b>18K</b>	<b>\$0.06</b>

## CATEGORY: SPORTS

DOWNLOADS ADDED	
<b>130K</b>	
TRAILER PLAYS	IMPRESSIONS
<b>650K</b>	<b>1.6M+</b>
INVESTMENT	COST PER DOWNLOAD
<b>9K</b>	<b>\$0.07</b>

## CATEGORY: BUSINESS

DOWNLOADS ADDED	
<b>41K</b>	
TRAILER PLAYS	IMPRESSIONS
<b>150K</b>	<b>376K+</b>
INVESTMENT	COST PER DOWNLOAD
<b>~3K</b>	<b>\$0.13</b>

## CATEGORY: TECH

DOWNLOADS ADDED	
<b>20K</b>	
TRAILER PLAYS	IMPRESSIONS
<b>50K</b>	<b>112K+</b>
INVESTMENT	COST PER DOWNLOAD
<b>1.5K</b>	<b>\$0.13</b>

# Campaign Tiers



## Monthly; 4 Episode Packs

Single Episode	Starter	Growth	Business	Enterprise
Starting at: <b>\$1,000</b>	Investment: <b>\$3,800</b>	Investment: <b>\$5,700</b>	Investment: <b>\$11,875</b>	Starting at: <b>\$22,800</b>
Trailer Plays: <b>15,000</b>	Trailer Plays: <b>60,000</b>	Trailer Plays: <b>200,000</b>	Trailer Plays: <b>600,000</b>	Trailer Plays: <b>1.6M+</b>
Expected Downloads: <b>3,000-10,000</b>	Expected Downloads: <b>12,00-40,000</b>	Expected Downloads: <b>24,00-80,000</b>	Expected Downloads: <b>60,00-200,000</b>	Expected Downloads: <b>120K+</b>
<b>\$0.10 - 0.33 CPD</b>	<b>\$0.10 - 0.32 CPD</b>	<b>\$0.07 - 0.24 CPD</b>	<b>\$0.06 - 0.20 CPD</b>	<b>\$0.06 - 0.19 CPD</b>

*\* Actual results may differ due to podcast quality, audience, and location, and may fall outside the stated ranges that are listed.*

*\*\* Custom campaigns available for larger budgets starting at Enterprise tier and above.*

# GET SEEN

YOUR NEW LISTENERS ARE WAITING.  
**IF YOU'RE READY TO EXPERIENCE REAL GROWTH AND GET  
YOUR PODCAST DISCOVERED BY THOUSANDS OF NEW EARS...**

**CONTACT:** [growth@inpostmedia.com](mailto:growth@inpostmedia.com)

