



# LEFT OF STR8 SHOW

Ad Guide 2019

## WHAT IS THE LEFT OF STR8 SHOW?

The Left of Str8 Show debuted in July of 2015, on the Insight Radio Network, before becoming the flagship show on the newly created Left of Str8 Radio Network. It has been nominated twice for "Best LGBT Podcast," over at the website, [www.podcastawards.com](http://www.podcastawards.com).

The show currently airs twice-weekly, on Mondays and Tuesdays, from 2-4pm Pacific, and 5-7pm Eastern Time. It airs LIVE over [www.blogtalkradio.com/leftofstr8](http://www.blogtalkradio.com/leftofstr8) and is distributed in over 9 different podcast distributors including: iTunes, Spotify, Google Podcasts, Spreaker, Stitcher, Radio Public, Breaker, and Pocket Casts.

Host Scott Fullerton, interviews Celebrities, Personalities, and Advocates in the areas of Entertainment, Foodies, Books, and Organizations of interest to the LGBT Community and our Allies. Scott is a self-described "Foodie," having worked in the restaurant industry for 20 years; served as Chairman of his local LGBT Pride Center in NE Ohio for 3 years; and is a voracious reader and a fan of all-things entertainment. The format is PG-13, but as it is Internet Radio, some swearing can sometimes.

The Left of Str8 Show's core demographics are 80% from the LGBT Community, 20% Allies, and listeners are 65% Male, and average between the ages of 24-55. The average income of our listeners is between \$100,000 and \$250,000 annually. Each show averages approximately 3,500 live listeners and 6,500 downloads, or a combined listenership of over 10,000 listeners per episode.



## WHY ADVERTISE ON A PODCAST:

Podcasting and Live Internet Radio are quickly becoming the smartest place to spend advertising dollars for anyone selling a product or service that has nationwide appeal. The listeners of Internet Radio, Hosts, and Podcasters are usually the most engaged and loyal audiences of most any medium available to advertisers. AdAge.com lauds the ability to engage listeners on podcasts that most traditional media cannot. The listening audience forms relationships with the hosts and build loyalty to the programs.

Podcasting advertising grazes the line of “advertorial,” and advertisement meant to ape the look and feel of the editorial content in a publication. Podcasts are often Host-Reads, where the hosts are the ones actually delivering the advertisements to their audience – much as TV News Anchors once did – in a way that is intergrated, organically into the show.

The Power of these ads are hard to argue with. Podcasts have a special relationship with their listeners, they are quite literally, “In Their Head.” Compare that relationship to the early days of Twitter, when you could feel like you know a celebrity on a very personal level. Communication is direct and intimate. The bond lends an air of authenticity. Also, ads survive on podcasts on the world wide web, much longer than print advertising.

Mainstream awareness of podcasts are growing every year. Podcast listeners, average listening at least 5 podcasts per week. In 2018, 44% of Americans ages 12 and older have ever listened to a podcast, according to Edison Research and Triton Digital survey data, and 26% have listened to a podcast in the past month.



## WHY ADVERTISE WITH THE LGBT COMMUNITY AND OUR ALLIES:

### Did You Know:

The LGBT Community is estimated to be 5% of the Population, but controls about 9% of the Buying Power.

LGBT Consumers are 4x more likely to purchase and stay brand-loyal to the companies that advertise to our LGBT Community.

LGBT Consumers are 5x more likely to continue spending habits, even in a down economy



- 46.5% of LGBT Community have children at home
- 32% Support the Arts
- 29% Support Sport Franchises
- 34% Love to Camp, Hunt and Fish
- 37% Shop at Macy's and Nordstroms
- 42% Shop at Discount Stores
- 25% Make over \$75,000 per year
- 12% Live below the poverty line

## Bonus Perks When You Advertise on the Left of Str8 Show

When you advertise on the Left of Str8 Show, your ad is not only archived for as long as the podcast exists, unless YOU decide to remove it, you also get the following perks:



Included with your 'On Air' advert, you can also place a linkable banner ad on the Left of Str8 website to help drive traffic back to your company for as long as the ad airs live. You can design the banner yourself, or we can design it for you. You may also ad a video advertisement to the website for a small additional charge

Also included with your 'On Air' advert, we will mention your company/product/service on our Instagram, Twitter and Facebook social media platforms. You are guaranteed at least two mentions on social media per week. You are allowed on picture and one clickable link on each mention.



Finally, if you purchase multiple-month adverts, you will be automatically upgraded to a LIVE call-in endorsement of your product or service. If you have already purchased a LIVE call-in package, you will receive an upgrade to a sponsor spot on the "Host Chat" opening of the episodes.

## Ad Pricing for the Left of Str8 Show: Includes both Monday/Tuesday Shows (ask about multiple buy discounts)

:60 Second Pre-Produced Ad, Recorded/Provided by Advertiser:	\$100 per month / 8 Episodes
:60 Second Ad, Read by Show Host, Written by Host or Advertiser:	\$150 per month / 8 Episodes
:60 Second Ad, Call-in LIVE Segment with Host and Advertiser: (can be one LIVE segment taped, played over different Episodes or LIVE Call-In's different episodes)	\$200 per month / 8 Episodes
Clickable Website Banner Ad, ONLY on Website	\$25 per month
Clickable Website Video Ad, upgrade with :60 Second Ad Buy	\$25 per month
Clickable Website Video Ad, ONLY on Website	\$50 per month
Social Media Advertising ONLY (Includes 5 promoted Instagram Posts, 5 Tweets and Facebook Mentions per week)	\$50 per month
Sponsoring the first 10 minute "Host Chat"	\$250 per month / 8 Episodes
In-Kind Advertising Trade is Available, Contact for Details.	

Thank You for your consideration in advertising with the Left of Str8 Show.

I look forward to working with your company, products, or services, and promoting them with all of our resources and to the best of our ability.

Please Email or Call For Quick Service  
[scott@leftofstr8.com](mailto:scott@leftofstr8.com)  
330-502-1848



**The  
"Left of Str8"  
Show**