

Sponsoring the Taking Notes Podcast

<http://www.TakingNotesPodcast.com>



About the Podcast

The Taking Notes podcast was started in November 2005 by Bruce Elgort and Julian Robichaux. The podcast covers IBM Lotus products including Lotus Notes, Domino, QuickPlace, Sametime, Workplace, and Hannover, in addition to third party products made to run with these products. We have interviewed IBM employees such as Mike Rhodin, Alan Lepofsky, Ed Brill, Kevin Cavanaugh, Adam Gartenberg, Rocky Oliver and members of the Lotus community at large such as Rob Novak, Carl Tyler, Lance Spellman, Bill Buchan, Eric Mack, Ben Langhinrichs, and Damien Katz.

Julian and Bruce are highly respected members of the Notes community. Julian runs the NSFTools.com (<http://www.NSFTools.com>) website and blog, and has been writing technical commentary and open-source Lotus Notes solutions for almost 4 years. Bruce is also a Notes veteran and helped found the OpenNTF.org (<http://www.OpenNTF.org>) open source community way back in 2001.

Podcast episodes are published several times a month and are available through the Apple iTunes Music Store or from the Taking Notes site, and the podcast is free to download. Most episodes of the podcast are listened to by over 1,000 listeners.

Sponsorship Packages

Advertising on the Taking Notes podcast is targeted marketing. We offer flat rates per episode, so if you advertise on an episode that happens to get a large number of downloads then you get a lot of "extra" listeners for free!

The different sponsorship levels offer a combination of advertisements (pre-recorded "spots" about your company and/or product, 30 seconds or less) and

announcements (Bruce and Julian mention your company and/or product by reading a one or two line pre-written script). The content of these advertisements and announcements are subject to editing and approval by Bruce and Julian.

Platinum – This gets your company an introductory advertisement before the podcast begins, an announcement about your company's products and/or services during the podcast and also a closing advertisement at the end of the podcast. Purchasing a Platinum level sponsorship guarantees your company exclusive advertising for that episode, meaning that no other company will be allowed to advertise.

The cost of the Platinum level sponsorship is \$250.00 (US) per episode. Assuming 2,000 listener impressions the cost per impression for the Platinum sponsorship is 12.5 cents.

Gold – Gold sponsorship gets your company an advertisement during the middle of the show in addition to a short announcement about your product and your sponsorship at the beginning and end of the show. The cost of the Gold sponsorship is \$175.00. Assuming 2,000 listener impressions the cost per impression for the Gold sponsorship is 8.75 cents.

Contact

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