



RADIO

SPONSORSHIP & ADVERTISER RATE CARD

Increase Your Sales and Grow Your Business

Every Week The Art of the CEO:



- Brings audiences an array of guests sharing their insights and personal experiences with Host Bart Jackson, including Fortune 100 CEOs, board chairs, and select international business masters.
- Presents shows enjoyed, downloaded, and eternally archived for re-playing on two websites totaling over 120,000 views per month.
- Globally reaches an audience of listeners in 32 countries.
- Engages 36% in the 45–54 age category; 20% millennials.
- Connects with listeners via e-mail marketing, Business Quips newsletter, social media, and lively guest alumni/listener interaction on TheartoftheCEO.com.



Presenting Sponsor Benefits:

- Your name and logo displayed on the top half of TheartoftheCEO website pages.
- Your name and logo included on all pre-show promotional e-mailing to over 2,000 opt-in subscribers, with an over 20% click-through rate.
- Mention on all pre-show social media marketing including Facebook, Twitter, and LinkedIn, reaching over 100,000 business leaders per month.
- Two mentions per each The Art of the CEO radio episode:
 - ✓ One 30-second personal testimonial ad presented by Host Bart Jackson, with script approved by advertiser on each weekly show.
 - ✓ Plus one other mention including name and brief mission.
- Your logo and sponsorship name on BartsBooks.com website of Prometheus Publishing, LLC.
- Your upcoming events and news promoted on TheartoftheCEO.com website.

Plus Princeton Regional TV Advantages

- ✓ Your logo and name signage included on all The Art of the CEO ads on Princeton TV Viewed by 60,000 homes in central NJ and surrounding states.
- ✓ Six times a day - a total of 300 ads per season
- ✓ Your name and sponsorship promoted 1,200 times a year.

Estimated total impressions per month run through network: 1,000,000.

Rate: \$9,800 per year – \$6,000 for six months



Episode Sponsor Benefits:

- One 30-second testimonial ad presented by Host Bart Jackson, with script approved by advertiser for each The Art of the CEO radio episodes.
- Your choice of being featured as sponsor for two of the three radio segment utensils:
 - ✓ The Business Quip
 - ✓ Business Quote
 - ✓ CEO of Yourself Note
- Eternal life. Your episode does not die, but rather is featured and presented for continual re-play on TheartoftheCEO.com, BartsBooks.com, and other connected radio stations globally.
- Your logo and sponsorship name on BartsBooks.com website of Prometheus Publishing, LLC and TheartoftheCEO.com.
- Your logo and sponsorship name included on all pre-episode promotion e-mailing to over 2,000 opt-in subscribers, with an over 20% click-through rate.
- Mention on all episode pre-show social media marketing including Facebook, Twitter, and LinkedIn, reaching over 100,000 business leaders per month.
- Your upcoming events and news promoted on TheartoftheCEO.com website.

Estimated total impressions per month run through network: 300,000.

Rate: \$1,500 per episode – 50% discount on 4 episodes or more

Looking for a Custom Sponsorship Plan?

Let's Develop a Sponsorship that Works for You
Write info@Bartsbooks.com or Call 609-529-1927

This Could Be You!