



WHAT IS THE WORKING PODCAST?

The WORKING PODCAST is a 30-minute Internet-based radio program that is produced and released weekly on Jobacle.com. Launched in April 2005, the show has seen an impressive increase in listenership and Web site visitors.

The show consists of work-related themes, including but not limited to: realistic career advice, expert interviews, workplace humor, word-of-mouth job listings, and a

place for listeners to share stories and air grievances.

WHY SPONSOR JOBACLE.COM?

Two words: niche programming. Our show concentrates on a theme that everybody can relate to: work. From intern to CEO, our listeners can relate the subject matter, and more importantly, they are CHOOSING to listen.

Unlike terrestrial radio, television, or print, podcast sponsorship guarantees that you are reaching your targeted audience. Learn more about podcasting at the bottom of this document.

Also, your brand gets to be a part of an emerging new media that is expected to grow to 56 million listeners by 2010, according to a research study conducted by The Diffusion Group.

The hip factor counts too. The WORKING PODCAST is a community-based show, meaning we answer every e-mail and phone call, and work extremely hard to produce a program that is *for* the people *by* the people. We have gained our listener's trust and will always deliver honest and useful information.



HOW MANY PEOPLE WILL I REACH?

As of this printing, our homepage has received over 50,000 unique visitors. A visitor is counted only when bringing up more than one page and taking no longer than 30 minutes between individual pages.

Each podcast episode is downloaded by over 2,000 people...and growing! We archive all of our shows, giving listeners the opportunity to catch up at any

time. This has resulted in a steady stream of downloads for older programs, meaning your message will live on and on.

ACCOLADES

During 2006, Infinity Radio enjoyed our show so much that they gave us a regular drive-time slot on KYOU-AM 1550 in San Francisco, CA. We've been interviewed on Sirius Satellite Radio and recently won The Podcast Peer Award for Best Business Podcast. We've also worked with Ace Hardware to help them promote their "DreamAce" giveaway of a \$1 million store.



SPONSOR JOBACLE.COM

A show sponsorship entitles you to two mentions per podcast: one within the first two minutes of the show and one at the end; a banner placement on our homepage; a mention in our syndicated blog. We currently only accept one sponsor per episode, ensuring your message is communicated in a clear and concise manner. In addition, we will syndicate your company's name and Web site through our RSS file, guaranteeing your message will be seen by listeners who do not visit our Web site.

We don't want to overload our Web site with ads. Currently, we only accept advertising on our homepage in a single slot. Your ad will appear in the right-hand column at 180px x 40px. If your in-house ads do not meet our criteria, we will be more than happy to help with

the design process. Of course, the image will point to a URL destination of your choosing. We prefer static .jpg or .gif images.

******Contact us for current rates and sponsorship opportunities******

ADDITIONAL NOTES

Contests, promotions, barter agreements, and other methods of spreading your message are welcome. Feel free to contact us to work out a unique campaign that suits your needs:

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WHAT IS PODCASTING?

In its most basic form, a podcast is prerecorded audio that can be listened to on any computer or downloaded to any MP3 player/media player, not just iPods!

Part of podcasting's explosive success can be attributed to RSS (Real Simple Syndication.) This is a file that contains information about each show and disseminates the data to a central application on your computer called an aggregator. RSS will also ping podcast directory sites (many of which we are ranked in the top 5% for ALL podcasts), enabling our show to be accessed from dozens of websites.

In simple terms, if a listener likes the podcast, they can choose to subscribe, meaning that the instant a new show is posted online, it will automatically be sent to the individual's computer or media device.

Jobacle.com - The #1 Career Podcast and Web site that is FOR Workers BY Workers