

# FIRST ROUND OF INTERNATIONAL SPEAKERS

ADDITIONAL SPEAKERS TO BE ANNOUNCED

## How can you take your passion for podcasting to the next level?

What are the key success factors? Which business model should you choose? How do you build audience? The Podcast Power-Up will give you case studies, expert advice, and networking opportunities to answer these questions and more.

## Radiodays North America will have an added focus on podcasting.

Recognizing the growth and popularity of podcasting, we have created a special podcast summit on Sunday from 12:00 – 6:00 pm. This will be a separate ticketed event at a reduced price specifically targeted to the podcast community and those individuals who are relatively new to the business.

**\$100.00**

PODCAST SUMMIT PRICE



**Eric Nuzum**  
Co-founder, Magnificent Noise



**Laura Mayer** Exec. Producer,  
'Shameless Acquisition Target',  
Podcast Programing, ABC News



**Dane Cardiel**  
VP of Creator Partnerships, Gumball



**James Cridland**  
Editor Podnews & Radio Futurologist

**EMERGING VOICES AND  
INDUSTRY INNOVATORS**

**SUNDAY JUNE 2 | 2024**

WESTIN HARBOUR CASTLE TORONTO | REGATTA ROOM (LOBBY LEVEL)

<https://cmw.net/radiodays/conference/programming/>



# SUNDAY JUNE 2 | 2024

WESTIN HARBOUR CASTLE TORONTO | REGATTA ROOM (LOBBY LEVEL)

## Sponsorship Packages\*

\* **NOTE:** all options are available to be shared between two companies with exception of Promo Item Display

**\$6,000**  
CAD

### Title Sponsor

DESCRIPTION Option to have one (1) representative participate in the Welcome Address with 2 minute time slot. Option to display pop up banner at Registration and/or outside of or inside of programmed Regatta Room

- Sponsor logo recognition in Podcast Power-Up Summit Program
- Sponsor logo on Podcast Power-Up Summit Welcome banner
- Sponsor logo and link to your website on RDNA Conference webpage
- Sponsor logo on Podcast Power-Up Summit video loop
- Sponsor logo in Podcast Power-Up Summit 2024 Newsletter
- Distinct sponsor ribbon identification on name badge
- x2 Power-Up Summit Delegate registrations; each registration includes 1 ticket to Power-Up Reception
- 20% discount on additional company Podcast Power-Up Summit delegate registrations
- 20% discount on Radiodays North America Conference Delegate registrations (maximum of 3)

**\$3,000**  
CAD

### Corporate Presentation/Programmed Panel

DESCRIPTION One Podcast Power Up session of 40 minutes, produced and presented by sponsor on Sunday, June 2, 2024. RDNA has the right to review and approve session presentation in advance of conference date. Option to display pop up banner inside of programmed Regatta Room during sponsored scheduled session

- Sponsor logo recognition in Podcast Power Up Summit Program
- Sponsor logo on Podcast Power Up Summit Welcome banner
- Sponsor logo and link to your website on RDNA Conference webpage
- Sponsor logo on Podcast Power-Up Summit video loop
- Sponsor logo in Podcast Power-Up Summit 2024 Newsletter
- Distinct sponsor ribbon identification on name badge
- x1 Power-Up Summit Delegate registration; each registration includes 1 ticket to Power-Up Reception
- 20% discount on additional company Podcast Power-Up Summit delegate registrations

**\$3,000**  
CAD

### Podcast Power-Up Reception

DESCRIPTION One Podcast Power Up session of 40 minutes, produced and presented by sponsor on Sunday, June 2, 2024. RDNA has the right to review and approve session presentation in advance of conference date. Option to display pop up banner inside of programmed Regatta Room during sponsored scheduled session

- Sponsor logo recognition in Podcast Power Up Summit Program
- Sponsor logo on Podcast Power Up Summit Welcome banner
- Sponsor logo and link to your website on RDNA Conference webpage
- Sponsor logo on Podcast Power-Up Summit video loop
- Sponsor logo in Podcast Power-Up Summit 2024 Newsletter
- Distinct sponsor ribbon identification on name badge
- x1 Power-Up Summit Delegate registration; each registration includes 1 ticket to Power-Up Reception
- 20% discount on additional company Podcast Power-Up Summit delegate registrations

**\$1,500**  
CAD

### Coffee Break

- Live Thank you recognition from the Podium at Reception
- Option to display table top sign or pop up banner where coffee station is set up
- Sponsor logo recognition in Podcast Power-Up Summit Program online and in any printed material under the
- Schedule area for "Networking Break; brought to you by "Sponsor Name"
- Distinct sponsor ribbon identification on name badge
- x1 Power-Up Summit Delegate registration; each registration includes 1 ticket to Power-Up Reception

**\$1,500**  
CAD

### Table Top Display

- Includes Event/Public Wifi (for basic connection)
- Sponsor logo recognition in Podcast Power Up Summit Program
- Sponsor logo on Podcast Power Up Summit Welcome banner
- Sponsor logo and link to your website on RDNA Conference webpage
- Sponsor logo on Podcast Power-Up Summit video loop
- Sponsor logo in Podcast Power-Up Summit 2024 Newsletter
- Distinct sponsor ribbon identification on name badge
- x1 Power-Up Summit Delegate registration; each registration includes 1 ticket to Power-Up Reception

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## Print Advertising

Your ad will appear in the printed program that all delegates (RDNA & CMW Music) receive at registration upon checking in for their delegate badge

Artwork for the printed program will be required around April 1, 2024

\$3,700 CAD Full Page Ad in program

\$2,500 CAD Half Page Ad in program

\$1,500 CAD Quarter Page Ad in program

\$5,000 CAD Outside Back Cover Full Page Ad in program

\$4,000 CAD Inside Front Cover Full Page Ad in program

\$4,000 CAD Inside Back Cover Full Page Ad in program

**\$4,000\***  
CAD

## Editorial Article

Newsletter entry with a dedicated news article on RDNA website, 50,000+ worldwide radio, audio and music industry newsletter subscribers supplied.

Main pic size: 1200px x 1200px, Title: max. 6 words, Sub-heading: 4-5 words, Article text: 300 words, Extras: Pictures, iframes, links (appear at the bottom of the page)

To appear in the news section of the RDNA website and featured on the homepage when released.

## a la carte Newsletter Digital Advertising Options

**GRAPHIC INCLUDES CLICK THRU URL TO WEBSITE**

TYPE	SIZE	INSTANCE	RATE
Header Banner (Top of Newsletter)	728x90px	rotating	\$1,500
Horizontal Banner	728x90px	rotating	\$1,200
Footer Banner	728x90px	rotating	\$1,000
Box Graphic	1080x1080px	rotating	\$2,000
Lead Story in Newsletter: Large graphic + 400 (max) word count article/story	1200x1200px	rotating	\$3,000
Feature Story in Newsletter: Graphic + 75 word count (max)	728x90px	rotating	\$2,000

**\* ONE EXCLUSIVE PLACEMENT AVAILABLE PER RDNA NEWSLETTER**

## Banners on RDNA Website

TYPE	SIZE	WEEKLY	MONTHLY
Header Banner (Premium Placement)	728x90px	\$700	\$2,400
Footer Banner	728x90px	\$600	\$2,000
Square Banner	250x250 px	\$600	\$2,000
Big Box	300x250px	\$650	\$2,200
Skyscraper	160x600px	\$700	\$2,400
Medium Rectangle Banner - Premium	300x600 px	\$800	\$2,800
Half-page Banner - High Impact, Premium Size	300x1050px	\$700	\$3,400

**\$1,000\***  
CAD

## Rotating In-App Banner ad

Your company's graphic will display in rotation in our event app for delegates to see. A hyperlink of your url will allow delegates to select it to visit your website. Specs to be provided.

**\$2,000\***  
CAD

## Socials

x1 post per RDNA social platform (Meta (FB/IG), LinkedIn, X = 1 per platform x 4 platforms)  
Sponsor can only purchase one dedicated social post option.