



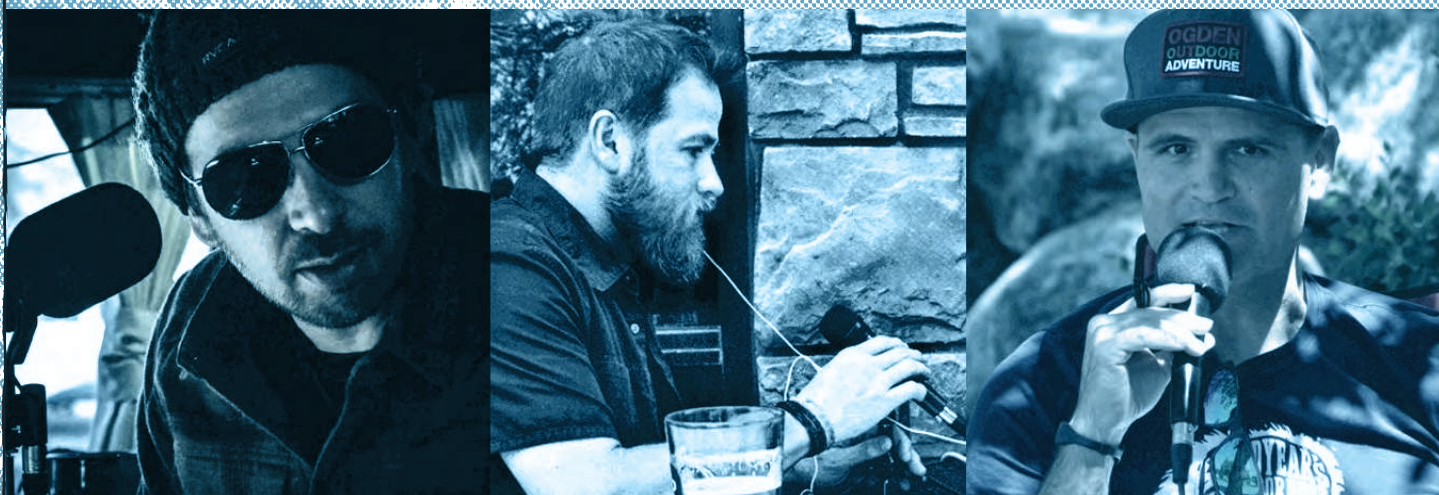
THE BANYAN COLLECTIVE

[PODCASTING SINCE 2010]

www.thebanyancollective.com

(801) 898-6510

 [ogdenbanyancollective](https://www.facebook.com/ogdenbanyancollective)  [banyanpodcast](https://twitter.com/banyanpodcast)



THE BANYAN COLLECTIVE IS R. BRANDON LONG, TODD OBERNDORFER & JOHN WOJCIECHOWSKI

R. Brandon Long brandon@thebanyancollective.com

Todd Oberndorfer todd@thebanyancollective.com

John Wojciechowski john@thebanyancollective.com

LISTEN ON:

THE BANYAN
COLLECTIVE.COM

 iTunes

PodBean

SOUNDCLOUD

STITCHER
SMART RADIO

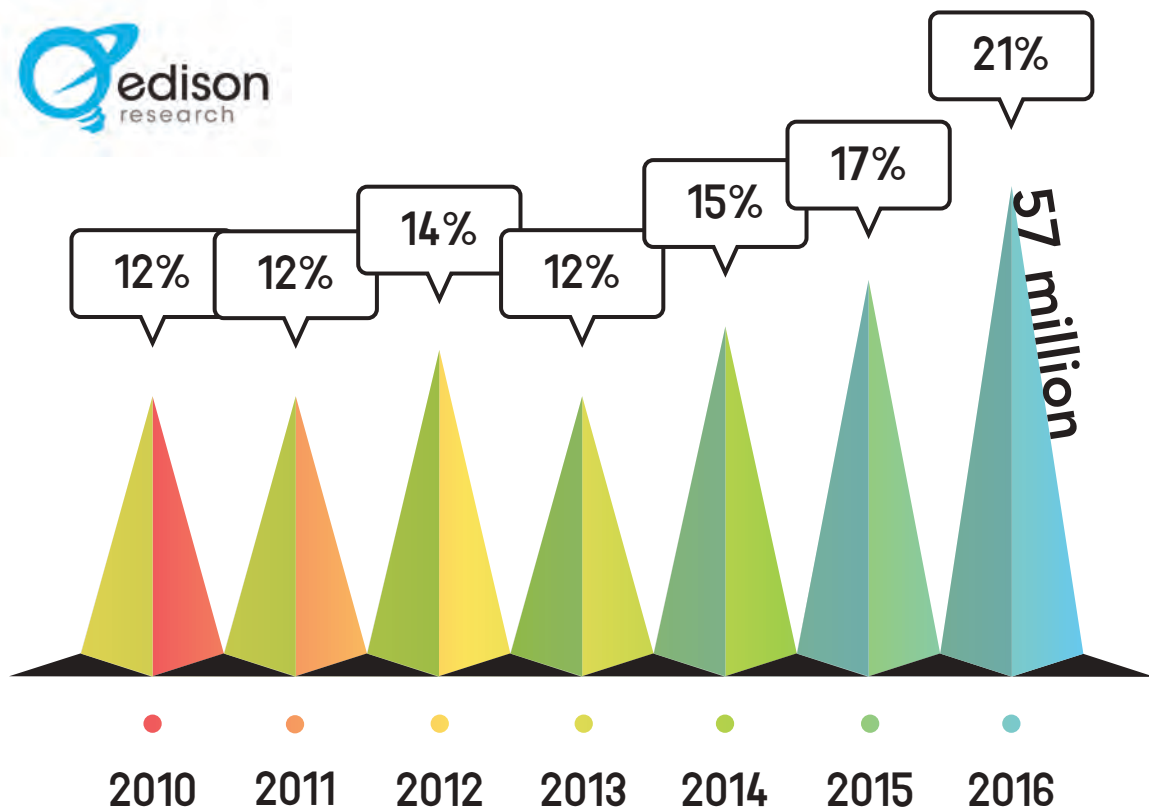


PODCAST LISTENING GREW 23% BETWEEN 2015 AND 2016!

Podcasts can be an incredibly powerful way for brands to deliver a message and drive an audience to action. The highly targeted nature of podcasts, combined with the trust that listeners have in their favorite hosts, combine to offer advertisers the ability to gain access to an engaged and receptive audience.

67% of podcast listeners don't mind sponsorship messages and often find them useful, compared to only 6% positive sentiment expressed for the advertising approaches of television or commercial radio.

90% of these respondents indicated that they had taken some kind of action as a result of podcast advertising or sponsorship, and over 40% reported purchasing behaviors, which indicates that they are receptive to the right message, in the right context.



21% of Americans ages 12 and up have listened to a podcast in the past month. That is up from 17% in 2015. Monthly podcast listenership has increased 75% since 2013.

THE BANYAN COLLECTIVE

STATS (JULY 2016)



461 2.4K

www.thebanyancollective.com

Instagram & Twitter: [banyanpodcast](#)

Facebook: [ogdenbanyancollective](#)



MONTHLY PODCAST DOWNLOADS

OUR PODCAST FAMILY:



3.5K



1.3K



2.7K



ADVENTURE FOR YOUR EARS!

What began as a radio show nearly seven years ago, the **Ogden Outdoor Adventure** Show has sustained and evolved into an influential, entertaining and essential media source for the outdoor lifestyle. Hosts R. Brandon Long and Todd Oberndorfer cover outdoors news, events and interviews with athletes and representatives from outdoor businesses and non-profits.

www.thebanyancollective.com/ogden-outdoor-adventure-show

Instagram & Twitter: [ogdenadventure](#)

Facebook: [ogdenoutdooradventure](#)



1.3K



1K



John Wojciechowski hosts **Mr. Goodyear's Neighborhood**, a podcast about a mountain town run by mountain people.

www.wojfamily.com/john

www.thebanyancollective.com/mr-goodyears-neighborhood

Instagram: [wojfamily](#)

Facebook: [wojo.wojciechowski](#)



178



London Pope hosts **Bug Huckers**, a podcast dedicated to the entertainment and bug hucking advancement of Northern Utah's fly fishermen and women.

www.thebanyancollective.com/bug-huckers

Facebook: [BugHuckers](#)



In association with Ogden, Utah's First Friday Art Stroll, **Van Sessions** celebrates the performing arts with musicians playing short acoustic sets inside our **#TanVan**. We record LIVE performances between short Q&A sets. Speakers are set up outside the van, where the community is encouraged to enjoy the tunes and interviews pumped out of a late 80's Dodge Camper Van.

www.thebanyancollective.com/vansessions



LITERally is hosted by Kase Johnstun and R. Brandon Long. This podcast aims to do two things: really talk about writing without all the BS and to do the same when talking about the writing industry, answering questions writers want answered, opening the gates to the information that for some reason is hidden behind exclusive walls of publishing.

www.thebanyancollective.com/literally
www.kasejohnstun.com/literally-the-podcast
 Facebook: [kasejohnstun](https://www.facebook.com/kasejohnstun)



Brandi Hammon, Owner of Mountain Luxury Real Estate, hosts **Mountain Life**, a podcast featuring interviews with those who help shape and influence the beautiful mountain towns in which we choose to reside.

www.mountainluxury.com/podcast.php
 Facebook: [mountainluxury](https://www.facebook.com/mountainluxury)



SPONSORSHIP OPPORTUNITIES

Because our ads are spoken by the hosts, your message is delivered in a way that integrates with the format and style of the show. This adds a significant and personal element that carries the weight of the hosts' relationship with the audience.

When you sponsor an episode of our Podcast(s), you get a 60-second Pre-Roll+ at the top of the show and are featured on our website, TheBanyanCollective.com.

**THE BANYAN
COLLECTIVE**

[ALL
SHOWS]

\$3000/MONTH



[WEEKLY PODCAST]

\$250/MONTH FOR SEGMENT
(DOCKET, NEWS, GEAR, JUKEBOX)

\$250/EPISODE

\$1000/MONTH



\$300/MUSICIAN
(4 MUSICIANS/SESSION)

\$1200/SESSION
(4 SESSIONS/SEASON)

Bug Huckers



[2 EPISODES/MONTH]
\$250/EPISODE



\$500/MONTH

