



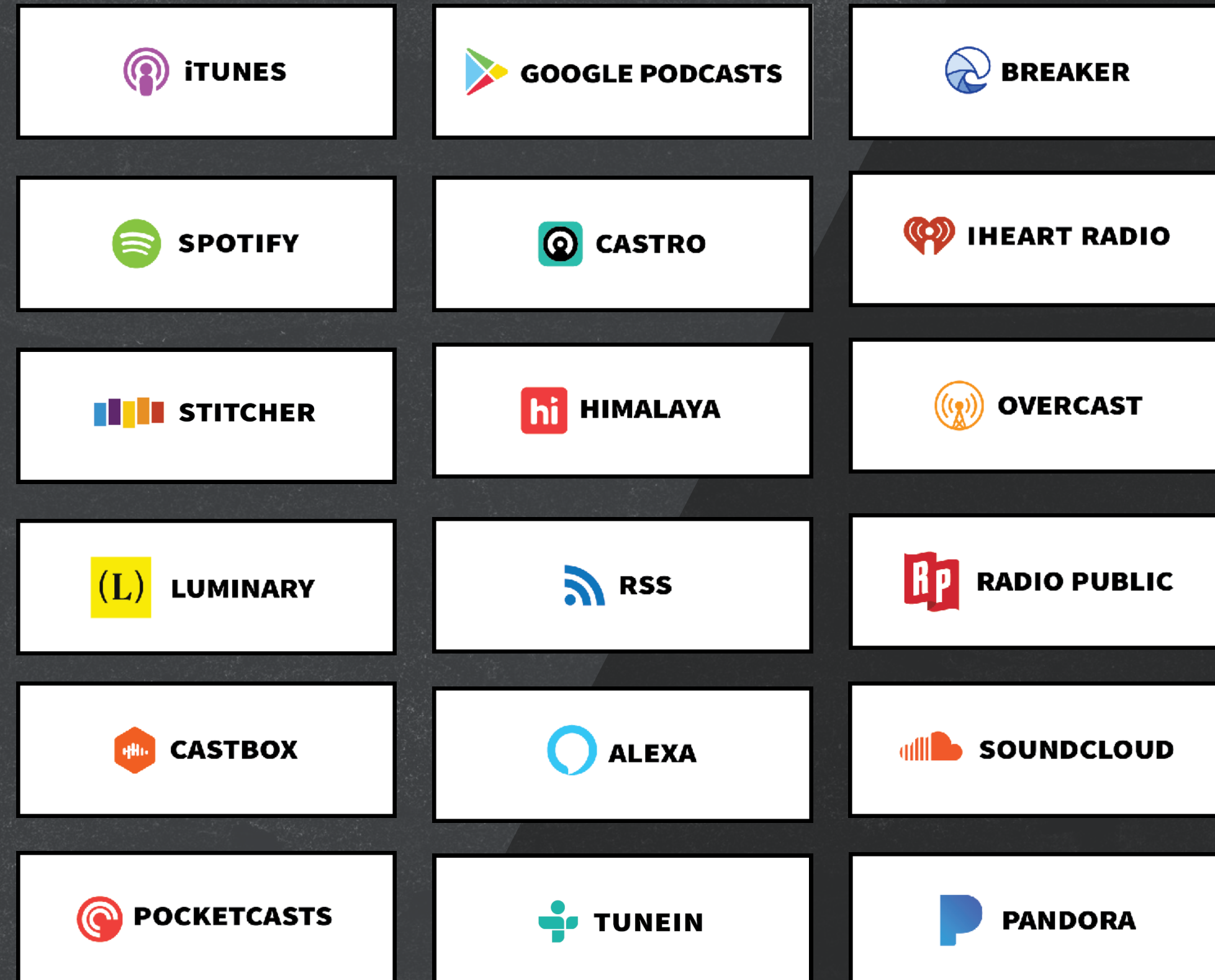
EVERGREENTM

AUDIENCE ACCELERATOR // PAID CAMPAIGN ENGINE



Reach

All of Evergreen podcasts are distributed on the Evergreen Podcasts website and featured on iTunes, Pandora and Spotify. Sponsorship will also be included on the various mobile podcast platforms, including but not limited to, Overcast, Stitcher, Google Podcasts, Pocket Casts, RadioPublic, Radio.com, Luminary, and iHeart Radio (podcast platform).





Accelerate

Targeted banner placement in web, mobile web, mobile apps, post video plays, and games using targeting data from TowerData and LiveRamp.

The screenshot shows a USA Today news article with several targeted advertisements. At the top, there are navigation links for 'CORONAVIRUS NUMBERS', 'NEWS HAPPENS AT NIGHT, TOO', 'ELECTIONS 2020', and '5 THINGS TO KNOW PODCAST'. The article text includes a quote from Biden and a paragraph about Rev. Dr. Glenn Dames Jr. A large advertisement for 'EVERGREEN PODCASTS FOR LIFE' features a photo of Anthony Scaramucci and a 'LISTEN NOW' button. To the right, there is an advertisement for 'PURDUE UNIVERSITY' promoting an 'Online MS in Hospitality & Tourism Mgmt.' with a 'START HERE' button.

USA TODAY

CORONAVIRUS NUMBERS
Virus numbers by state

NEWS HAPPENS AT NIGHT, TOO

ELECTIONS 2020
Register to vote

5 THINGS TO KNOW PODCAST
Sound on, news on

SUBSCRIBE NOW
Only \$4.99 per month

[News] Sports Entertainment Life Money Tech Travel Opinion

"There aren't any easy answer to this. But we have to do better," Biden said. "We have to end the stigma surrounding mental health treatment."

The Rev. Dr. Glenn Dames Jr., senior pastor at Allen Temple A.M.E. Church and an Army veteran, described working with a veteran of the Vietnam War who has been retired for 40 years and who suffered ailments from Agent Orange and is still fighting for benefits.

NEW PODCAST EPISODE

Anthony Scaramucci guests on *Burn the Boats* and makes the case to denounce Trump.

Anthony Scaramucci talks about his brief tenure as the White House Communications Director and his recent decision to denounce Trump, as well as his journey from working class to Goldman Sachs and the White House.

LISTEN NOW

EVERGREEN
PODCASTS FOR LIFE™

Advertisement

Online MS in Hospitality & Tourism Mgmt.

**HTM MANAGERS—
ADVANCE YOUR CAREER
NOW!**

START HERE

PURDUE
UNIVERSITY®

"I think that's abhorrent," Dames said, urging Biden to expedite benefits for veterans.

As a senator, Biden sponsored the initial legislation to provide benefits for troops harmed by Agent Orange. Biden said the legislation shifted the burden so that troops could receive benefits if exposed to the defoliant rather than proving the chemicals caused the harm. He said similar healthcare access must be provided for traumatic brain injury or from burn pits.



Engage

High intent banners featuring built-in players. Players appear after clicking on banner ad.

The screenshot shows a USA Today news article. At the top, there are navigation links for various topics: CORONAVIRUS NUMBERS (Virus numbers by state), NEWS HAPPENS AT NIGHT, TOO, ELECTIONS 2020 (Register to vote), and 5 THINGS TO KNOW PODCAST (Sound on, news on). A 'SUBSCRIBE NOW' button is visible in the top right corner, priced at \$4.99 per month. Below the navigation is a main menu with categories like News, Sports, Entertainment, Life, Money, Tech, Travel, and Opinion. The article text discusses Biden's stance on mental health treatment and the Rev. Dr. Glenn Dames Jr.'s experience with a veteran. An audio player is embedded in the article, titled 'Burn the Boats feat. Anthony Scaramucci', with a play button and a description of the episode. Below the player are links to listen on Evergreen, Apple Podcasts, Spotify, and Pandora. To the right of the article is a vertical advertisement for Purdue University's 'Online MS in Hospitality & Tourism Mgmt.' program, featuring the text 'HTM MANAGERS—ADVANCE YOUR CAREER NOW!' and a 'START HERE' button. The Purdue University logo is at the bottom of the ad.



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Sample Placements

Banner impressions are based on demographic research, strategy, and pre-trials. Publishing outlets are a custom mix.



reddit





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Sample Report

Campaigns typically run 3-4 days from episode or podcast launch, with analysis and adjustments made throughout.



Audience Accelerator™

Burn the Boats Campaign Report - 9/16/2020

Evergreen Podcasts

Spend: \$1,000/ep

Estimated Downloads for Anthony Scaramucci:

5,696

Est. Cost per download for Anthony Scaramucci:

\$0.18

Estimated Downloads for Sec. Leon Panetta:

3,696

Est. Cost per download for Sec. Leon Panetta:

\$0.27

Total Ad Impressions:

134,729

Top Demographics:

Age: 25 - 45

Location: United States

Political Affiliation: Democratic Party

Average Income: \$40,000 - \$70,000

Top Interests: News and Media, Politics, Law and Government, Arts and Entertainment

Top Secondary Demographics

Age: 40 - 60

Location: United States

Political Affiliation: Democratic Party, Republican, Independent

Average Income: \$55,000 - \$75,000

Top Interests: News and Media, Politics, Law and Government, Arts and Entertainment

Placements:

NYTimes, CNN.com, Daily, Fox News Ent. Mobile Network, Washington Post, Washington Examiner, Newsweek, and Vice.



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Grow

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