



## **SPONSORSHIP & ADVERTISING OPPORTUNITIES**

There are many facets to the Curious Realm. Our sponsors support our efforts and projects by helping make our mission of sharing knowledge possible. It is our sponsors who help make everything from our studio, website, and mobile apps possible.

### **WEBSITE AD OPTIONS**

#### **ROTATING WIDGET AD: \$50/MONTH ~ \$500/YEAR**

Our rotating widget ads on the CuriousRealm.com website provide a unique and cost-effective way to advertise your business on the internet while placing your products or services directly in front of a worldwide niche audience.

**WHAT YOU GET:** One rotating ad in the widget area of the websites CuriousRealm.com with traffic from the ad directed to the webpage of your choice upon clicking the ad. Your business or product is also added to the Sponsors pages of CuriousRealm.com and HC UniversalNetwork.com with backlinks to your desired webpage or product. *(ad is made using graphics provided by client)*

#### **STATIC WIDGET AD: \$100/MONTH ~ \$1000/YEAR**

Your ad appears in a static website widget ad area of its own the CuriousRealm.com website. Much like the rotating ads listed above, except they offer your ad content up to website users in a static, non-rotating format, leaving your brand, products, or services on screen for the world to see.

**WHAT YOU GET:** One static ad placed in its own private widget area of the website CuriousRealm.com. Ad traffic is directed to webpage of your choice upon click. Your business or product is also added to the Sponsors pages of CuriousRealm.com and HC UniversalNetwork.com with backlinks to your desired webpage or product. *(ad is made using graphics provided by client)*

#### **STATIC BANNER AD: \$150/MONTH ~ \$1600/YEAR**

Your ad appears in a static custom banner area on content pages and posts of the CuriousRealm.com website. Much like the widget ads listed above, except they offer your ad content up to website users in a prominent area with the content of episode posts and content pages. Providing your brand, products, or services with much more on screen prominence and presence.

**WHAT YOU GET:** One static custom banner randomly placed on content pages and post areas of the website CuriousRealm.com. Ad traffic directs to webpage of your choice upon click. Your business or product is also added to the Sponsors pages of CuriousRealm.com and HC UniversalNetwork.com with backlinks to your desired webpage or product. *(ad is made using graphics provided by client)*

# CURIOUS REALM



## SPONSORSHIP & ADVERTISING OPPORTUNITIES

### ON AIR & LIVE STREAM OPTIONS

#### SHOW/STUDIO SPONSORS: \$150/EPISODE ~ \$500/MONTH

In our premium sponsorship option, we transfer the tried-and-true broadcast advertising principle of the “Studio Sponsor” to the Curious Realm broadcast! Instead of running ads inserted randomly by distribution platforms, your brand gets to be the supporting star of the show by actively being incorporated as part of the intro of the show itself! By tying your name integrally to the name of Curious Realm you are leveraging the power of the podcast, as well as the influence of the host as a trusted voice to their niche of devoted listeners.

**WHAT YOU GET:** NO OTHER ADS PLAY AT THE TOP OF THE SHOW! All ads are pulled off the beginning of all episodes of the Curious Realm and replaced with an announcement of “Coming to You from the *Your Business Name studios...*”. In addition, you will be listed on the sponsor pages of the CuriousRealm.com and HCUniversalNetwork.com websites. You will also be listed in the meta-tags of each episode promotion and episode post on the CuriousRealm.com website. Your business and associated links will be added to the closing text of each episode promotion and episode post on the CuriousRealm.com website. Your business will be hash-tagged in all social media episode promotions and episode posts.

#### ON AIR AUDIO/VIDEO AD PLAYBACK

*(ad is produced using graphics and text/script provided by client – Ad Spots can be produced for additional costs listed below)*

30 sec On Air Audio Ad Play: \$100/month (4 episodes)

1 min On Air Audio Ad Play: \$200/month (4 episodes)

30 sec On Air Video Ad Play: \$150/month (4 episodes)

1 min On Air Video Ad Play: \$250/month (4 episodes)

**WHAT YOU GET:** In addition to your ad being played live on air during our typical mid-show or guest change commercial breaks, you will be listed on the sponsor pages of the CuriousRealm.com and HCUniversalNetwork.com websites. You will also be listed in the meta-tags of each episode promotion and episode post on the CuriousRealm.com website. Your business and associated links will be added to the closing text of each episode promotion and episode post on the CuriousRealm.com website. Your business will be hash-tagged in all social media episode promotions and episode posts.



## **SPONSORSHIP & ADVERTISING OPPORTUNITIES**

### **ON AIR & LIVE STREAM OPTIONS CONTINUED**

#### **ON SCREEN/LIVE STREAM SPONSORS: \$100/EPISODE ~ \$150/LIVE EVENT**

While only available for our podcasts or live events that provide a video feed of their content, on screen sponsorship through the HC Universal Network is a great way to get your brand, product, or service out to a wider audience rapidly. Through leveraging the power of social media livestreaming and private episode replays we take your logo and place it prominently on screen either during the sponsored segment or the entire broadcast according to individual sponsorship agreements.

**WHAT YOU GET:** In addition to having your logo appear onscreen during live broadcasts of the Curious Realm, you will be listed on the sponsor pages of the CuriousRealm.com and HCUniversalNetwork.com websites. You will also be listed in the meta-tags of each episode promotion and episode post on the CuriousRealm.com website. Your business and associated links will be added to the closing text of each episode promotion and episode post on the CuriousRealm.com website. Your business will be hash-tagged in all social media episode promotions and episode posts.

#### **ON-AIR SHOUT OUTS: \$50/EPISODE \$200/MONTH**

Slightly different than a hard stop of a program, a shout out is a more organic form of casual advertisement placed by the host at the beginning or end of a show. While talking about what is to come up in the episode or during the episode wrap up the host of the show will discuss the product or service you are advertising and where it can be found or purchased.

**WHAT YOU GET:** In addition to your live on-air shout out, you will be listed on the sponsor pages of the CuriousRealm.com and HCUniversalNetwork.com websites. You will also be listed in the tags of each episode promotion and episode post on the CuriousRealm.com website. Your business and associated links will be added to the closing text of each episode promotion and episode post on the CuriousRealm.com website. Your business will be hash-tagged in all social media episode promotions and episode posts.

# CURIOUS REALM



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### AFFILIATE CODES & PRODUCT SPONSORS

#### AFFILIATE CODE SPONSORS:

Affiliate sponsors provide coupon and discount codes that we then provide to members of our network who choose to promote these items, companies, or services. For each incoming client or customer who uses the code provided, the network receives a set amount or percentage of the incoming sale using the code provided.

**WHAT YOU GET:** Your provided website, affiliate deal and product code provided to Curious Realm product code will be listed on the sponsor pages of the CuriousRealm.com and HCUniversalNetwork.com websites. Your business and associated links will be added to the closing text of each episode promotion and episode post on the CuriousRealm.com website. Your business will be hash-tagged in all social media episode promotions and episode posts.

#### PRODUCT SPONSORS:

Product sponsors provide the Curious Realm with their products to not only promote, and mention live on our shows, but also for prize giveaways online as well as at our live events.

**WHAT YOU GET:** Your provided website, affiliate deal and product code provided to Curious Realm product code will be listed on the sponsor pages of the CuriousRealm.com and HCUniversalNetwork.com websites. Your business and associated links will be added to the closing text of each episode promotion and episode post on the CuriousRealm.com website. Your business will be hash-tagged in all social media episode promotions and episode posts.

#### WANT TO KNOW MORE?

Do you have questions or want to start your podcast sponsorship today? For information regarding the sponsorship packages listed above or for custom package pricing please direct all questions to:

[Sponsors@HCUniversalNetwork.com](mailto:Sponsors@HCUniversalNetwork.com)



## **SPONSORSHIP & ADVERTISING OPPORTUNITIES**

### **OTHER SERVICES**

In addition to ad space, brand placement in podcasts and sponsorship options Curious Realm also offers a variety of audio/video production services for use either on our show, our network, or anywhere you like, as well as providing private on location web streaming and emceeing of live and digital events.

Audio Ad Production: 30 Sec Spot \$150.00 ~ 1min Spot \$250.00

Video Ad Production: 30 Sec Spot \$250.00 ~ 1min Spot \$350.00

On Location Recording Services: Contact for custom pricing

On Location Live Streaming Services: Contact for custom pricing

For more information or customized packages and pricing contact us at:

[Contact@HCUniversalNetwork.com](mailto:Contact@HCUniversalNetwork.com)