

# Podcast Advertising Opportunities

It's story time! Spotlight your organization through an exclusive advertising sponsorship of the Michigan library community's new podcast *Chapter and Verse: Storytime from the Stacks*. Hosted by the Michigan Library Association and the Library Cooperatives of Michigan, this monthly podcast features real stories of Michigan library workers. Each episode is limited to only one advertiser to maximize your exposure. Contact MLA today to reserve your spot! Call us at (517) 394-2774 or email [MLA@Milibraries.org](mailto:MLA@Milibraries.org).



## Chapter & Verse

STORYTIME FROM THE STACKS

**Advertisers receive all of the following:**

### Pre-roll

Organization mention in the first 10 seconds of the podcast.

Example: *"Welcome to Chapter and Verse, Storytime from the Stacks. This episode is sponsored by Company A."*

### Mid-roll

30-second spot reserved in the middle of the episode to promote your organization or program. Audio is provided by advertiser, or professionally recorded by our production team at no additional cost.  
*90 words or less | Voiceover*

### Post-roll

Organization mention in the last 10 seconds of the podcast.

Example: *"Again, we'd like to thank our sponsor, Company A, for their support of today's podcast. Be sure to visit them at URL for more information."*

### Social Media Exposure

Organization's logo and name is included in social media episode promotions.

### Newsletter Mention

Organization logo and link to organization website included in episode promotion in the MLA Primary Source newsletter.

**Introductory pricing!  
Act now to reserve  
your spot at our  
introductory rate of  
\$750!**

### Contact us!

Phone: (517) 394-2774

Email: [MLA@milibraries.org](mailto:MLA@milibraries.org)

