

## **SAMPLE: Benefits of Podcast Series**

- Podcast Host
- Pre-recorded voice-over show trailer and introduction (series) \*
- Selection and insertion of background music
- Host intro and outro (each episode)
- Post-production editing
- One round of revisions \*\*
- Noise reduction
- EQ – Audio Equalization
- Mouth-noise/sibilance reduction and mastering
- ID3-encoded MP3 and publishing to host
- Guest guidelines and equipment recommendations
- A dedicated podcast channel embedded in your website
- A dedicated podcast channel is available on all the popular podcast networks: Google, Spotify, iHeart, Apple, Deezer, and many more (upon approval from third-party platforms)!
- Audio file transcribed for detailed blog posts and show notes
- Full-Length Audio-Gram \*\*\*
- Unique URL for each episode
- Dedicated RSS feed
- One Year of Hosting

### **Whole Care Network Custom Podcast Series**

As part of your Custom Podcast Series, you will receive your own Whole Care Network micro-site. Your micro-site will have its own unique URL and can be redirected to your own personal website, critical when collaborating on promotional campaigns.

Whole Care Network micro-sites are full width, allowing you a much larger canvas to tell your story. Our web design team will work with you to craft a page that effectively delivers your marketing message.

### **Additional Benefits**

- Distributed through popular platforms like Apple Podcast, Google Play, Spotify, etc.
- Advertising for your brand, product, or service throughout The Whole Care Network
- Your Series promoted through Whole Care Network's social media channels
- Your Brand is listed in our WCN - 4 Pillars of Care Resource section
- Featured WCN-*Fluencer* video that you can use across your social media platforms.
- Custom Podcast Series are available in video and can be embedded on your YouTube Channel, website, and more!

Statistical reports customized by individual shows and range of dates

- Number of downloads

- Number of listens
- GEO location of listeners
- Platform listened (Your website, Apple Podcast, Google, Spotify, etc)
- Devices used to listen (desktop, laptop, smartphone, etc)
- We will work closely with you, utilizing our entire stable of media and promotional tools to help you effectively deliver your marketing message.

## Work With Us!

Become part of The Whole Care Network's Resources section as a WCN-Fluencer. With your custom podcast series, you will provide your customers, clients, and friends with the right information - *in your own word and in your own voice* - allowing them to make informed decisions on your product and services.

Pricing starts at \$7500 for audio podcasts, with volume discounts available to meet the needs of your brand.

Video podcasts are available, contact us for pricing.

Thank you!

Christopher MacLellan  
CEO and Founder  
Whole Care Network

\* Additional revision provided at an additional charge with a one-hour minimum.

\*\* Podcast player and RSS feed are created with trailer distribution.

\*\*\* Customized audiogram(s) in 30-, 60-, 90-second lengths available for additional fee.

