

Advertising rates 2022

All rates applicable per month/episode.
Audience stats as of December 2021.



THE SEND SPACE

What is the Send Space?

The Send Space is South Africa's first podcast dedicated to the world of rock climbing. We aim to create a platform where our climbing community can tell their stories, record history, have their voices heard, and be part of the development of the local climbing community.

Our pilot episode was released in May 2021 and the show has since gained a loyal following of regular listeners from the South African climbing community and surrounds. [Read more about us on our website.](#)

Why advertise with us?

There are no other podcasts quite like ours. We are uniquely South African and are actively engaged in driving the sustainable development of our climbing community, making room for important discussions. While our reach is small for now, it is growing steadily as we become a trusted platform for climbers, by climbers.

Why advertise on a podcast?

Podcast advertising is often compared to radio advertising, but the two are quite different:



Where radio shows are often played in the background and will address a range of topics and general news, podcasts are niche, sought out by a targeted audience of listeners who are more engaged. This means your advert is heard by attentive listeners.



Listeners tend to hang on to every word, making them an excellent audience for advertisers who are trying to get their brands known.



Studies have shown that podcast listeners want to support the brands that help keep their favourite podcasts running. This means that even if they don't *need* your product, they may support you because you support us.



Listeners are often more receptive to the brands which hosts endorse on episodes. For this reason, soft-sell 'baked-in' adverts are our format of choice.

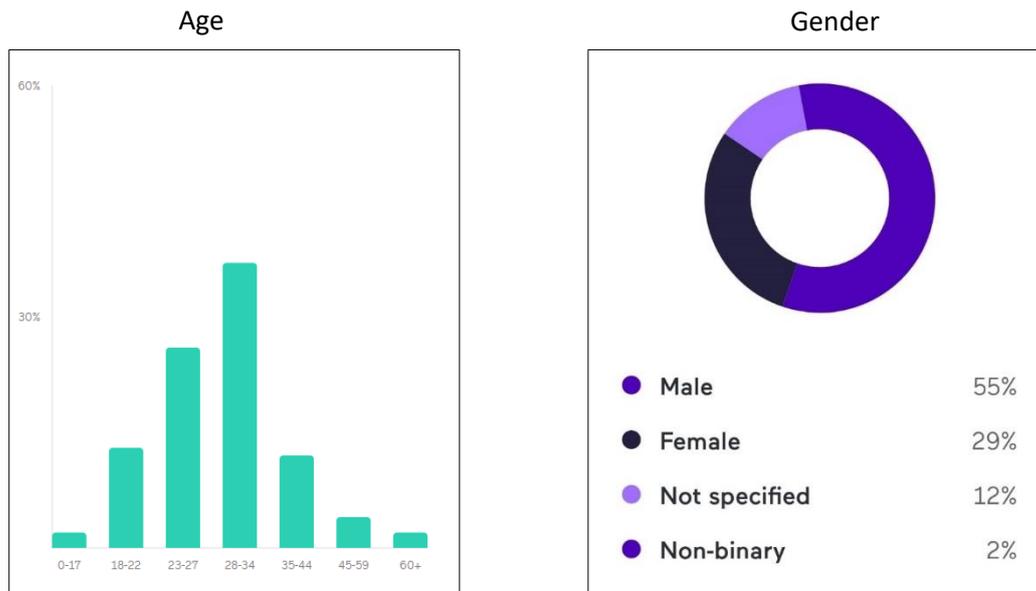


Adverts are 'evergreen'. As listeners dig through the archives of their favourite podcasts, they come across adverts from years ago. Your brand will be promoted far into the future as we attract new listeners.

Our audience

We are making great progress in developing our targeted audience of climbers and outdoor adventurers. As we feature interviews with movers and shakers in the climbing world, our platform gains more attention. To date, we have gained almost 2000 plays on Spotify (where 75% of our audience tunes in).

We aim to be inclusive of our listeners, appealing to climbers of all experience levels as well as their family and friends who are on the climbing 'periphery'. We currently have 180 regular listeners, with our most-played episode reaching 360 people. Our audience demographics are:



Our channels

We use a variety of methods to engage with our audience including audio, visual and written content and forums. Our aim is to be approachable and accessible, to foster discussions with our community in their chosen method. Some of the platforms we use to extend our reach – and yours – include:



BUNDLED OPTIONS

Get value for money with a Sponsorship package

We have bundled some of our offerings which means you get more exposure, more regularly, at a discounted rate. For definitions of these deliverables, see our unbundled options.

	Deliverables	Cost
Bronze	End-episode advert. Advert production. Blog advertorial. Newsletter end-banner.	R2000
Silver	Start-episode advert. Advert production. Blog advertorial. Blog sidebar. Newsletter mid-banner.	R3500
Gold	Mid-episode advert. Advert production. Global banner on website. Newsletter top banner. Sponsored article. Dedicated social media collaboration.	R5000
Gear Review	Blog advertorial. Sponsored story. Mention during episode.	R1500 + a 10% discount for our listeners
Regular Razzle	Pick any of the same product /package for three months in a row.	Buy three, get 20% off one option.
Social Media Support	Your brand gets free exposure on our social media platforms.	Buy any package.

Or boost your brand and

Commission a podcast or series

For climbing brands and peripheries interested in more than just a few audio adverts, let us create your entire episode or mini-series which appeals to listeners while also hints at the messaging of your company or brand. Choose from short or long episodes or contact us for something in between.

	Deliverables	Cost
Short episode	20-minute episode of your chosen topic. 1 x soft sell advert in the episode. Social media promotion. Cover art and show notes.	1: R4000 1-5: R3500ea 5+: R3000ea
Long episode	60-90-minute episode of your chosen topic. 1 x soft sell advert in the episode. 1 x express advert in the episode. Social media promotion. Promotional web banner for 2 weeks. Promotion in monthly newsletter. Cover art and show notes.	1: R10 000 1-5: R8700ea 5+: R7500ea

UNBUNDLED OPTIONS

Amplify your brand with

Audio advertising

Our primary offering comes in the form of audio advertising presented organically in the course of the recording, a method called '[soft selling](#)'. To avoid listener fatigue, we limit the number of adverts to a total of three per episode. Advert length is at our discretion and can be anywhere from 20 seconds to several minutes.

Your advert will be host-voiced and is largely unscripted. Our host will discuss your brand/product with our guest, a co-host, or with the listeners directly in an individual recording. This helps ensure that your brand's messaging is communicated naturally with our listeners in a way which is engaging, genuine, factually correct, and true to the ethos of the podcast.

You do, however, get a say in what we mention. We will ask you about your core messaging, and will require your info/marketing pack before we record. You will also have an opportunity to listen to the clip before it is aired.

Pricing:

Start of episode R750

Middle of episode R950

End of episode R600

Advert production* R1000

**Compulsory with any of the above. Covers the cost of voice over, scripting, recording, editing, processing and placing your advert. Charged once-off for your advert, which can then be re-used in subsequent episodes per the above rates.*

Back up your messaging with

Visual advertising

When it comes to advertising, repetition and recognition is key. We have a range of other advertising options to support your audio advert. Pick from below, or bundle them together and boost your brand.

1. Newsletter

Our email newsletter is sent to our dedicated subscribers every month and features links to our latest episode, updates on Send Space developments, news about upcoming events, and our monthly podcast recommendation. There is advertising banner space between the articles, as well as the option to purchase a *Sponsored article* – an article slot to promote your content with an intro and link to your locally hosted article. [Click here for a newsletter example.](#)

Pricing:

Top banner R800

Mid banner R600

End banner R400

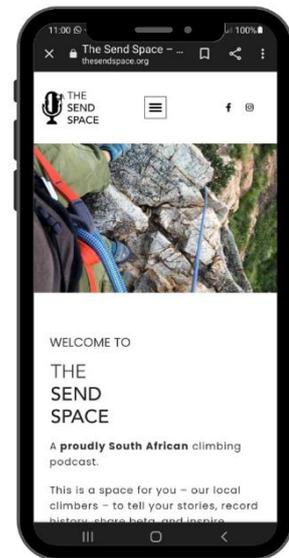
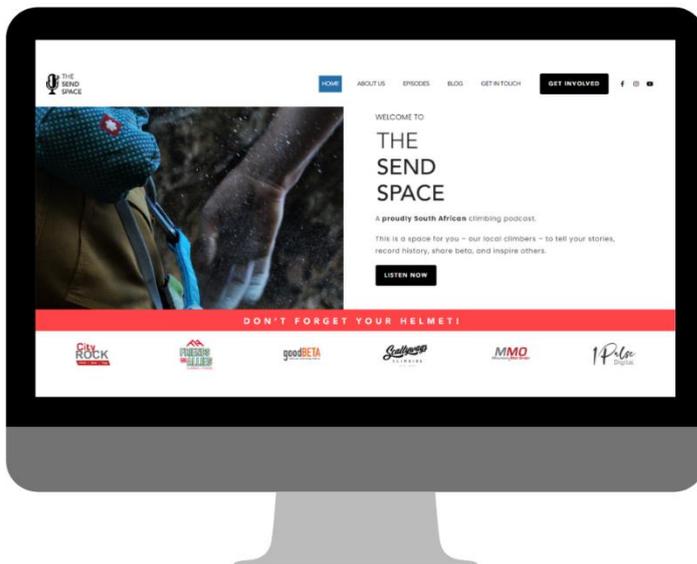
Sponsored article R550

2. Website

The Send Space website hosts all our blogs, as well as our episode archive. Our newsletter aims to drive our audience to this site for further information about our guests, our team, and our episodes.

Pricing:

Blog sidebar	R600	(H) 600px by (W) 200px Banner advert on all blog pages, PNG with link to your site
Blog advertorial	R800	500 words Word/Google Doc Story about your company/product, featured on the Send Space blog
Global banner	R950	(H) 90px high by (W) 1600px Top banner across the site; appears on all pages
Homepage logo	Incl. when spending \geq R2000	(H) 250px by (W) 300 px Your logo under "supporters and endorsers section" for the month of your order



Ts, Cs and recommendations

When advertising a product, we recommend you supply us with a sample so that we can get to know it, and thus produce a genuine soft sell.

You, the advertiser, must supply your own advertising content in the right format when purchasing any blog, advertorial, sidebar, or banner. The required format will be communicated to you on confirmation of your order.

This brochure constitutes an offer to you, which can be confirmed by you via email in writing, and by filling in the order form below.

Payment terms are upfront. If we fail to produce an episode/newsletter for your advert, we are committed to delivering your product in a later month – or refund your payment.

If you are unsatisfied with your audio advert, alternative options will be explored which include, inter alia, a scripted recording, re-recording, or independent recording produced by you.

Let's get going. Fill in this

Advertising order from

To confirm your order with the Send Space, please fill in the below table and email it to send.space.climbing@gmail.com.

Product	Cost per unit	Quantity	Preferred Months*
Packages			
Bronze package	R2000		
Silver package	R3500		
Gold package	R5000		
Gear review package	R1500 + 10% discount for listeners		
Short episode(s)	R4000 / R3500 / R3000	1 / 1-5 / 5+	
Long episode(s)	R10 000 / R8700 / R7500	1 / 1-5 / 5+	
Audio advertising			
Start of episode	R750		
Middle of episode	R950		
End of episode	R600		
Advert production	R1000		
Newsletter advertising			
Top banner	R800		
Mid banner	R600		
End banner	R400		
Sponsored article	R550		
Website advertising			
Blog sidebar	R600		
Blog advertorial	R850		
Global banner	R950		
Added extras			
Regular razzle	Buy three and get 20% off one	Included/not included	
Homepage logo	Included when spending R2000	Included/not included	
Social media support	Included with any package	Included/not included	

**subject to availability. We cannot guarantee the month of your advert without prior discussion; if your advert(s) is time-sensitive, please advise.*

Extra info

Please provide any additional info or queries you have for the Send Space team regarding this order.

I _____ (name), duly authorised on behalf of _____ (company name) hereby confirm the above order and agree to the terms mentioned in the Advertising Rates 2021.

Signed _____

Date _____