

PODCAST SPONSORSHIP

Solutions Spotlight podcast: Have your company leader interviewed for a podcast episode

Our *Solutions Spotlight* podcast sponsorship offers the opportunity for your company to be the subject of a special, sponsored episode, under the banner of one of our established podcast series. Each Spotlight episode is based on a conversation between our editorial team and a representative from your company—such as a subject matter expert or company leader within your organization, exploring a topic of your choosing that fits within the podcast series overall topic. Typical episode is 15-20 minutes and covering 4-8 questions.

- Priced at \$3,000 net, each of these sponsored podcasts are intended to help build awareness for your company's capabilities and product portfolio. Each *Solutions Spotlight* episode is promoted as part and parcel of the ongoing podcast series.

Solutions Spotlight Mini-Series: Work with our editors to identify and produce a series of podcast episodes

Our *Solutions Spotlight Mini-Series* sponsorship offers the opportunity for you to work directly with our editors to explore a topic of your choosing under the banner of one of our established podcast series. As a mini-series, topic coverage is more in-depth than a single solutions spotlight providing the opportunity to inform and educate. Typical episode length is 15-20 minutes.

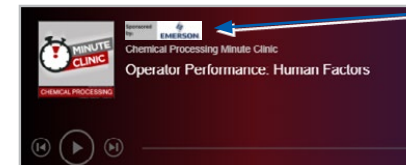
- Priced at \$8,500 net for a 3 episode mini-series, each episode is promoted as part and parcel of the ongoing established podcast series and enjoys all the benefits of being placed within the established series.

Podcast Episode Sponsorship: Have your company presented as the sole sponsor

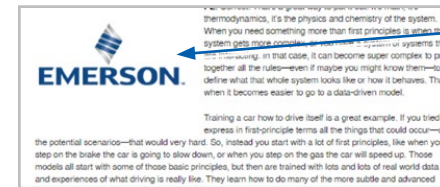
Our ongoing podcast series are published regularly. Each episode features a member of our editorial team and an industry expert as they engage in conversation.

- Priced at \$2,000 net, episode sponsorship provides you with the opportunity to select episode(s) from our podcast editorial calendar for which you will be the sole sponsor. Your episode sponsorship includes an up to 20 second audio advertisement that will be embedded within the podcast, your company logo with watermark placement in the video versions of the podcast episode posted to YouTube and on Putman sites. Episode sponsorship also includes your company name and url with the podcast episode postings to the Putman sites.

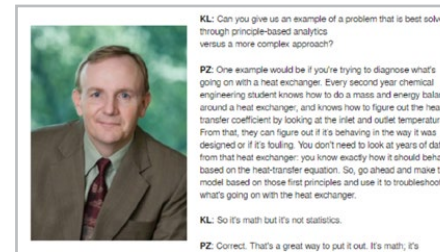
Solutions Spotlight Sponsorship Placements



Your logo watermarked on the podcast which is offered on site and on YouTube

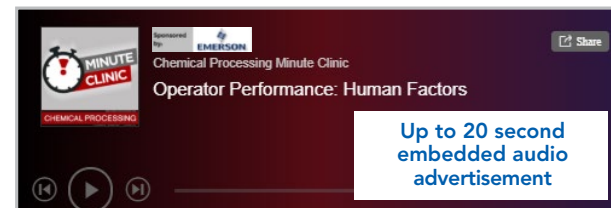


Your logo placed on the podcast transcript page on site



Your expert featured on the podcast transcript page on site

Episode Sponsorship Placement



Up to 20 second embedded audio advertisement