



THEE QUAKER PROJECT MEDIA KIT

Including:



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Why Advertise with Thee Quaker Project?

Thee Quaker Project is a Quaker media company that is strategic and proactive in catching the ears and eyes of our quickly expanding audience. As such, we generate a lot of buzz! We'd like to share the love by offering your project or organization the opportunity to benefit from this high visibility.

Our content reaches thousands of dedicated Quaker and Quaker-curious viewers, listeners, and readers across the lifespan who are investing time and energy in their faith lives by engaging with our content. We offer a range of advertising opportunities on our flagship podcast, and our widely-read daily newsletter.

Email advertising@theequaker.org with your inquiry to get started!

What's the Buzz?

*I came to learn more about Friends, curious from the outside, and **this show does not disappoint!** This is wonderful to listen to and I can't wait for more. Thanks to you both for sharing your voice.*
-Goody in Canada on Thee Quaker Podcast

*I credit Thee Quaker Podcast for increasing the weekly attendance of our meeting. Our Meeting has broken attendance records several times in the last several weeks. A part of that is our **growing number of young adults**. Last year at this time I would often be the only attendee that was under 35 now it is not uncommon for there to have 6 or more young adults.*
*I think Thee Quaker Podcast has helped each Seeker and returning member **connect with the history of Quakerism and their own spirituality**. When you sit in silence each Sunday you don't learn about the faith's history. Thee Quaker Podcast has filled that "Sunday School" role for a lot of us.*

-Logan from Iowa on Thee Quaker Podcast

*It's very meaningful to receive these daily messages in my inbox in a flood of otherwise stressful emails. I find these to be centering and personal, **inviting me to connection with the divine** and with a community.*

-Leenah in Illinois the Daily Quaker Message

*[The Daily Quaker Message] started the same time I discovered Quakerism and has proved a really useful aid to help me figure out how to incorporate Quakerism into my daily life. As a newcomer Quakerism can seem quite daunting and hard to pin down. This tool is **highly accessible, supportive** and gives me useful points of focus for my daily and Sunday worship.*

-Leah in the U.K. on the Daily Quaker Message

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Why advertise with Thee Quaker Podcast?

When you advertise with Thee Quaker Podcast, you get...

- Exposure to an average **monthly listenership of over 4,000** Quaker and Quaker-curious people.
- The single ad feature in our **weekly email, going to over 1100** Friends and seekers, with a **57% average open rate** (almost twice the highest industry standard!) and a **13% average click rate** (that's almost 3 times the industry standard)!
- You get the spotlight as **the ONLY ad for the episode** - which means listeners are more likely to actually listen to your ad content.
- Your **choice of host** to best represent your brand.
- High quality ads - our **listeners report enjoying them** a great deal!
- Your ad airs alongside **high-quality relevant content** that you can be proud to support.

Special Bulk Deal!

We all know repetition is the key to success with advertising. Now you can afford it! Make the most of your ad - buy **3 weeks** of the **same mid-roll ad** for the podcast, get the third week **FREE**.

- For the **Host-Read Mid-roll** ad that's **\$900 value for \$600!**
- For the **Produced Mid-roll** ad that's **\$1200 value for \$800!**

This offer applies only to reuse of the same ad in all three ad spots. See following page for details about each type of ad.

Email advertising@theequaker.org with your inquiry to get started!

Types of Ads with Thee Quaker Podcast

Description	Length	Visual Elements	Impact
Mid-roll Ad: Host-Read			\$300*
Podcast host of your choice will read your prepared copy during the mid-episode ad spot of Thee Quaker Podcast. You get the whole ad-break!	~ 1 min.	Your logo and copy will be featured in our weekly newsletter . See sample here . Your organization will be listed as a sponsor in our show notes .	Your ad is heard by ~4000 listeners over the course of a month and is viewed ~1250 times over the course of a week times over the course of a week on our website.
Mid-roll Ad: Produced			\$400*
We work with you to produce a high-quality, mini-episode-like ad , involving potentially an interviewee, to play during the mid-episode ad spot of Thee Quaker Podcast. You get the whole ad-break!	~ 2 – 3 min.	Your logo and copy will be featured in our weekly newsletter . See sample here . Your organization will be listed as a sponsor in our show notes .	Your ad delights ~4000 listeners over the course of a month and is viewed ~1250 times over the course of a week on our website.
Sponsored Episode			Custom quote, \$3k-\$5k range*
Our team produces an entire episode on a topic of your choice. Your story benefits from our expertise and built-in, engaged audience . From conception to execution to distribution, we work with you to form a compelling narrative about your project . You also get the mid-roll ad spot free of additional charge!	~ 30 min.	Your logo and copy will be featured in our weekly newsletter . See sample here . Your organization will be listed as a sponsor in our show notes . Your episode will be posted and boosted on our social media channels .	Approximately 4000 listeners engage in your topic deeply over the course of a month, your episode is viewed ~1250 times over the course of a week on our website and gets ~12,000 social media impressions .

*Discounts available for multiple ad-spots

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Why Advertise with the Daily Quaker Message?

When you advertise with the Daily Quaker Message, you get...

- Exposure to our **highly engaged Quaker and Quaker-curious people** on our email list of ~ **3000**, with an **average unique open rate of 66%** (twice industry standard).
- Exposure on our DailyQuaker.com website, with **1,250 average daily visits**
- You get the **spotlighted as the ONLY ad** in the email
- Your ad appears next to **high-quality relevant content** that you can be proud to support.

Special Bulk Deal!

We all know repetition is the key to success with advertising. Now you can afford it! Make the most of your ad - buy **three weeks** of the **same Message Ad**, get the last week **FREE**.

That is a **\$450 value for \$300** (Day) or a **\$1500 value for \$1000** (Week)!

This offer applies only to reuse of the same ad in all ad spots. See following page for details about each type of ad.

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Types of Ads with the Daily Quaker Message

Description	Length	Impact
Message Ad – Day \$150*		
Your logo and ad copy will be featured singly on a day of the Daily Quaker Message email . (We recommend Sunday, as it includes digest subscribers.) See sample email ad .	One day – 1 emailed message with your ad in the lower ad space.	Approximately 2,000 views of your ad in the email.
Message Ad - Week \$500*		
Your logo and ad copy will be featured singly in a full week of Daily Quaker Message emails - and featured in the lower ad-space across the website . See sample email ad and sample online version .	One week – 7 emailed messages, with 7 days of your ad in the lower ad space across the website.	Approximately 9,000 views of your ad in an email or on the Message website over the course of one week.
Website Banner Ad \$1000*		
Your banner ad goes at the top of every page of dailyquaker.com for one month! See sample website banner ad (this is just one page - yours would be across the whole website).	One month	Approximately 37,500 views of your ad at the top of any page of dailyquaker.com over a month
Sponsored Week \$1500*		
We assist you in shaping one week of the Daily Quaker Message - you get to hand-pick the quotes, weekly query, and customize the spiritual practice invitation! In addition, your logo and copy will be featured singly in the Daily Quaker Message ad spot and in the lower ad-space across the website . See sample email ad and sample online version .	One week - 7 emailed messages, and 7 posted daily messages online.	Approximately 9,000 engagements with your selected content – and 8,700 views of your ad in the lower ad space across the website over the course of a week.

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