



**PODSTAR NETWORK
Packages**

Podcasting Package

Each podcaster receives the following for their one-month podcast fee:

- 4 one-hour podcasts per month on the station of your choice – to be simulcast on other stations with similar demographics
- 4 blog posts (bloglink) regarding your podcast, including the graphic (logo or photo) of your choice
- 1 press release about your topic per month posted to PR web at the \$80 level
- 1 rotating banner ad on any or all Linked Asset station blogs (at the discretion of Podstar Network)
- Free podspot mentions on other podcast for each 30-day podcast period (ask about the podspot pool)
- Free help with one Squidoo Lens setup

COST: \$1,000 per month

[IBI Special \\$750 per month](#)

Advertising Package

Podcaster will coordinate with Advertiser the following services which are performed by Stationmaster for each podcast Advertiser. Advertisers (sponsors) receive the following (current rate sheet suggested - \$175 per minute):

- 1 one-minute mention (podspot) on a podcast
- 1 rotating banner ad on any or all Linked Assets station blog(s) (at the sole discretion of Linked Assets)
- 1 press release announcing the addition of a new sponsor to a podcaster
- 1 lenslink
- 1 bloglink (with any associated podcast description)
- 1 logo or photo included in each bloglink

Podcaster Podspot Revenue Projections*	
\$175 per minute x 8 spots per one-hour show	Per Month Advertising Revenue
1 one-hour show per month	\$ 1,400.00

2 one-hour show per month	\$	2,800.00
3 one-hour show per month	\$	4,200.00
4 one-hour show per month	\$	5,600.00

Podspot Multiple Show Projections*	
\$175 per minute x 8 spots per on-hour show	Per Month Advertising Revenue
One Show	\$ 1,400.00
If a Podcaster Does:	
One Day per week	\$ 5,600.00
Two Days per week	\$ 11,200.00
Three Days per week	\$ 16,800.00
Four Days per week	\$ 22,400.00
Five Days per week	\$ 28,000.00

The advertising revenue that can be generated for you is significant and can offset the cost of your show.

Remember, adding podspots to your show is entirely up to you and if you choose not to add them, your show will be advertising free and can be promoted as such.

*These projections herein are not guaranteed and actual results may be more or less than shown and will vary from podcaster to podcaster. PodStar Network is not responsible for results.

Subscription Website Package

If you are a trainer coach speaker, music teacher for any other type of individual, business or infopreneur that would like to develop a following of rabid fans that will come back to your web site, over and over again, and purchase information, songs courses, etc. from you, our subscription website is for you.

Our system consists of three blogsites with integrated resources that will provide everything that you need to create and disseminate your information, classes, workshops, music etc.

❖ Back Office Control Panel

- Telewebinar account to manage online classes
- BizBreeze account to manage online email marketing (integrated with Telewebinar account)
- Affiliate program to help you manage your rabid fans

❖ **Public Marketing Blogsite**

This site distributes and promotes your podcasts and may consist of a shopping cart and other plugins required to manage your site, such as forms guiding prospects to subscribe to your mailing list and your paid membership group (inner circle group). This site is where you offer your free samples that drive prospects into your paid inner circle site.

Your inner circle group would receive membership benefits such as weekly TeleWebinar classes that they can attend in person or download to listen to at their convenience, special reports and/or private consultations.

❖ **Members-Only Site**

The second blog site is a members-only site that allows you to communicate effectively with your inner circle members to provide them with, for example, a weekly TeleWebinar that is more detailed than what you offer on your free TeleWebinars for prospects.

You also use this site to promote your services, which may consist of, for example, a one- half hour session with you once a month, for an additional \$50 per month as a “super” inner circle member. In addition, you would use this site to upsell your mentoring services at say \$100 per hour in addition to the monthly subscription fee. You see how this process works. You will have people who become your rabid fans who will want more than what you offer in your inner circle group and will want to have more of your time and you may create any kind of structure you wish to accommodate their needs.

This site may be equipped with a shopping cart system such as Paypal, to provide credit card processing, if you do not already have that capability, or upgraded to a more formalized shopping cart and credit card processing provider.

Sample Costs:

Description	Unit Price	Discount	Line Total
Subscription Website setup	\$500.00	\$150.00	\$350.00
Monthly Recurring Subscription Site Hosting	\$89.95		\$89.95
Bandwith Usage			
Managed site @\$100 per hour	200.00		
Custom Setup	\$80.00 Per hour		
Paypal setup	\$20.00		

Definitions:

“To Podcast” is defined as the process of preparing and uploading any audio recording received in .mp3 format to a specified “radio station or state station” on the Linked Assets internet radio station server to be distributed as a podcast on the Internet.

“Podcaster” is defined as any individual(s), organization(s), group(s) or business entities that present audio recordings (content) in any format for podcasting on a Linked Assets internet radio (podcast) station.

“Podspot” is defined as a one-minute mention on a podcast that can be purchased by a sponsor to advertise their product or service on a SM’s or podcaster’s show.