



**PODCASTER POTENTIAL PODSPOT
REVENUE PROJECTIONS**
Podcaster for PodStar Network

“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 Podcaster’s show.

As a podcaster, you have the opportunity to podcast your show with our without advertising. PodStar Network does not require that you place any advertising of any kind on your podcast. However, if you would like to generate revenue from your podcast, PodStar Network has some basic guidelines which must be followed.

PodStar Network believes that a show can support a maximum of 8 podspots per show in any given one-hour podcast. A half-hour show could support 4 podspots easily.

1. You can have up to a total of 8 podspots on your show. This is similar to having a station break on a traditional radio show. You can charge as little or as much as you need for your 8 podspots if you choose. Your show popularity can dictate the price you charge your sponsors for your podspots, and the revenue can be used to offset the cost of producing your show and could make you a profit. All revenue generated from podspot advertising is yours to keep.
2. If you have unused podspots on your show and you would like PodStar Network to fill them with paid advertising for you, you can request to have your podspots put in a pool, which can be filled if PodStar Network has paid advertisers available to fill those spots. You will earn a commission of 30% on each podspot PodStar Network places on your show.

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	\$ 4200.00
4 one-hour show per month	\$ 5,600.00

Podspot 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.