



Cache-A-Maniacs Media Kit

General Information

The Cache-A-Maniacs is a unique online media property. We interview Geocachers from all over the world about their caching experiences, tips, tricks, and opinions. The interviews are then made available as podcasts and archived for additional downloads. The mission of the Cache-A-Maniacs show is to educate, inform and entertain Geocachers to improve their geocaching experience and bring the global community closer together.

Over 1,000 Geocachers listen to interviews and visit CacheAManiacs.com each month. The interviews are available in downloadable mp3 format giving listeners the ability to listen while visiting the website, checking email, working or on the trail. Listeners can also subscribe to the site's RSS feed podcast and interviews are automatically downloaded to their computer, iPod, smartphone, or other mp3 player to listen later while commuting, etc. The interviews are kept between 10 and 40 minutes in duration, as our findings show this to be the "attention span" for most online listeners.

Your Advantage

The Cache-A-Maniacs allows advertisers to reach a highly targeted listening audience of Geocachers in a unique manner. Instead of using stand-alone (and often ignored) banner ad campaigns, CacheAManiacs.com offers advertisers short radio-style audio commercials and recognition by the hosts – at pennies on the dollar of the cost of a traditional, non-targeted radio campaign.

Audio commercials are limited to only one per interview, ensuring listeners will not "tune out" the commercial portion of the audio. Best of all, your audio ads are the only ads within the interview block and remain attached to the interview in the archives.

Arbitron did a study on the effectiveness of advertising on Internet broadcasts. In Arbitron's own words: "Internet broadcast consumers spend more, are more eager to try new products and services, and are a compelling advertising target..." The result is that your message reaches the exact, highly-targeted audience you want to address – at the exact right time at a fraction of the cost of radio, magazine, or banner advertising.

Advertising Rates

Sponsorship of shows includes:

- Up to 60 second audio spot between the introduction and guest interview
- Thank you by host at end of show
- Your company name and hotlink on Cache-A-Maniacs show notes on CacheAManiacs.com
- Text hotlink in podcast RSS feed
- Archive of your sponsored show with text hotlink
- Option to sponsor consecutive (for maximum saturation) or alternating shows (for longer exposure)

Rate: \$50 per show (with 4 show minimum buy)

Podcasting and online media is an exploding medium that gets results. The Geocachers listening to the Cache-A-Maniacs make buying decisions based on trust. We've built that trust with it's listeners by providing great content.

Ready to let us boost your exposure today? E-mail Darryl Wattenberg at DarrylW4@CacheAManiacs.com