



Etsy Conversations Podcast Media Kit

Ijeoma Eleazu

Host, The Etsy Conversations Podcast

Website: www.ConvoMe.com

Email: Interview@convome.com

The Etsy Conversations platform aims to help match providers of products and services for and by crafters and the handmade community to their perfect target customers through providing multiple avenues for high-quality, affordable advertising including:

- ❖ Website ads
- ❖ Newsletter ads
- ❖ Podcast shout-outs
- ❖ Social media shout-outs

Who can purchase ad spaces?

- ❖ Etsy sellers
- ❖ Businesses catering to crafters, handmade industry & creative entrepreneurs
- ❖ Craft fair & Trade show organizers

Advertising Terms & Conditions

- ❖ Prepayment is required for all ads and shout-outs
- ❖ Cancellations will **not** be accepted if submitted less than 8 days prior to go-live date of ads or shout-outs
- ❖ Advertisers certify that all submitted artwork is theirs and does not violate any copyright laws both within and outside the USA
- ❖ For ads with multiple possible spots, exact placement/selection of ad location will be made based on availability and at the discretion Etsy Conversations
- ❖ Etsy Conversations reserves the right to decline any advertising which does not meet approval and/or aesthetic standards

Ad Options

- ❖ **Weekly newsletter:** 250 pixels (width) X 100 pixels (height) - \$100/month (4 issues)
- ❖ **Weekly newsletter:** 250 pixels (width) X 150 pixels (height) - \$200/month (4 issues)
- ❖ **Website sidebar ads:** **NOT currently available**
 - 150 pixels (width) X 150 pixels (height) - \$50/month; \$135/3 mths
 - 250 pixels (width) X 90 pixels (height) - \$75/month; \$205/3 mths
 - 250 pixels (width) X 250 pixels (height) - \$100/month; \$270/3 mths
- ❖ **Website blog post ads (non-sponsored post):**
 - End of post: 728 pixels (width) X 90 pixels (height) - \$75/post
- ❖ **Podcast shout-out:** \$50/episode (10-15 second shout-out at beginning of episode)
- ❖ **Social media shout-outs:** \$25/5 Twitter mentions; \$45/10 Twitter mentions (both w/link to target URL)

How The Process Works

- ❖ Email the following to: [interview \[at\] ConvoMe \[dot\] com](mailto:interview@convome.com)
 - Type of ad space desired **and** desired duration of ad
 - Contact name **and** email address
 - Ad artwork/business logo (hi-resolution jpg or png files **only**)
 - URL ad should link back to
- ❖ You will receive an invoice via email
- ❖ Once payment and all required info is received you'll receive details about when your ad will go live (submission of payment assumes agreement to abide by terms & conditions stated below)