

Grow Your Podcast with Evergreen

Evergreen Podcasts is a community where people think big without talking down. We are boots on the ground storytellers, who love capturing the color and diversity of modern makers. From entrepreneurs and musicians, to philosophers and artists – we are in the business of uniting audiences. Whether you are currently producing your own podcast or are working with Front Porch Media to produce a podcast, we want to help take your show to the next level by inviting you to be part of the Evergreen Podcasts Network.

Now more than ever, independent podcasters are in need of community, distribution, monetization, branding and sales support to break out from the crowd. With over 700,000 podcasts clamoring for audience, there's never been a better time to partner up. Ask Team Evergreen how joining one of the fastest growing boutique podcast networks can help take your podcast to the next level.

By joining the Evergreen Podcasts Network, you'll benefit from following features and capabilities:

HOSTING

- ▶ **Evergreen Web Hosting** // You'll be listed on Evergreen's website along all of the other shows as well as have your own show page similar to [this one](#)
- ▶ **Podcast Player** // Easily embed the Libsyn podcast player on your website which includes links to all available listening platforms, websites, and social media accounts
- ▶ **Seamless Transfer to Libsyn** // We'll take care of the transfer from your current hosting provider if needed – RSS feeds, URLs, listening platforms will all be switched over to Libsyn with ease
- ▶ **Maintain Control** // Upload your show, schedule its release, track stats through your own account page
- ▶ **Distribution** // Make your show available on over 12 listening platforms (see "Distribution Platforms")

DISTRIBUTION PLATFORMS

- ▶ Apple Podcasts
- ▶ Google Podcasts
- ▶ Spotify
- ▶ iHeart Radio
- ▶ Stitcher
- ▶ Soundcloud
- ▶ Pocket Casts
- ▶ Overcast
- ▶ Luminary
- ▶ RadioPublic
- ▶ Castro
- ▶ iCatcher
- ▶ Himalaya
- ▶ *Coming Soon... Pandora!*



ANALYTICS REPORTING

- ▶ **Industry Leading Reporting** // Gives statistics that are accurate and [IAB compliant](#)
- ▶ **Geographic Breakouts** // View listener stats by country, region, or U.S. markets
- ▶ **Listening Platform Statistics** // Track which platforms your listeners are using most

UNIQUE FEATURES

- ▶ **Social Media Sharing** // Share your podcast directly to Facebook, YouTube, Twitter, LinkedIn, Tumblr, and more
- ▶ **Premium & Private Content** // Share bonus content with paying subscribers or allow private access to the press prior to releasing a season or episode



ADVERTISING MANAGEMENT

- ▶ **Dynamic Ad Distribution** // Swap different ads in and out of past and future shows
- ▶ **Geo Targeting** // Provide ads to listeners in selective locations for a more focused target audience
- ▶ **Precise Ad Placement** // Choose specific spots anywhere in your episode to place multiple ads

MARKETING

Press Release // Evergreen Podcasts, in conjunction with CISION/PR Newswire, will provide a press release promoting your podcast. Depending upon the selected parameters, 170 – 200 media outlets will pick up the release

Newsletter Mentions // Evergreen Podcasts will mention your podcast in their newsletter bi-monthly. Our newsletter has more than 18,000 subscribers and is continuing to grow

Social Media Mentions // We will mention your podcast on our Evergreen Podcasts social media pages at least once a month, including Facebook, Instagram, and Twitter

Network Marketing // As being part of the Evergreen Podcasts network, you will benefit from the traffic being driven by our overall marketing efforts for the network

SALES SUPPORT

With your opt-in, Evergreen will become an extension of your sales team. We will work in tandem with you to grow marketing and advertising partnerships and generate revenue. Your podcast will be pitched as part of an aggregate number of listeners throughout all of the shows in our network or will be pitched individually based on your listenership. Once your podcast episodes reach a minimum of 5,000 U.S. downloads within 30 days of the episode's release, Libsyn will also add your show to the list of shows offered to their advertising partners.

Front Porch Media will provide the following services:

- ▶ Identify new companies and brands that align with your brand demographic as sponsorship prospects using broadcast, print and digital media
- ▶ Service, renew and increase spend levels by creating and leveraging strategic partnerships
- ▶ Establish, cultivate, and manage strong ongoing client relationships. This includes developing rapport and driving client discussions with brands and advertising agencies
- ▶ Educate and consult with prospects to understand the value and ROI in sponsoring your podcast
- ▶ Collaborate on building a prospect/target list, establish strategies and tactics, pricing and promotions



ADDITIONAL SERVICES

The following services are not offered in the basic partnership but can be discussed in more detail if needed:

Brand Strategy & Media Design

Whether you need a brand for your podcast, an overall marketing strategy, or need added communication design — we're here to help.

Our in-house digital media agency, Moss Media, is a design collaborative of best-in-class creative and technical talent. In over 40 years of combined communication design and media production experience, Moss Media has worked with brands like Best Buy, Cleveland Browns, Cleveland Clinic, American Greetings, BP, Petco, and more.

- ▶ Brand Strategy & Identity
- ▶ Graphic Design
- ▶ Web Design, UI/UX
- ▶ Print & Digital Content
- ▶ Event/Tradeshaw Branding
- ▶ Video & Photography Production
- ▶ Audio-to-Text Transcription
- ▶ Custom Mobile App (through Libsyn)



ADDITIONAL SERVICES (CONTINUED)

Digital Advertising & Marketing

We are the “Audience Delivery People”. With access to over 95% of all online digital inventory and over 150,000 audience attributes, we can help you deliver the right message, to the right audience at the right time, across multiple screens. In a true omni-channel environment, our solutions deliver premium content, expanded digital inventory, niche audiences, and advanced analytics to help you create, optimize, and in real-time, learn from your digital investments.

- ▶ Digital Advertising Campaigns
- ▶ Press Releases
- ▶ Newsletter Campaigns
- ▶ SEO/SEM

Podcast Production

Evergreen Podcasts is powered by a diverse production team with wide-ranging creative backgrounds. We bring a highly collaborative approach to producing original content and branded podcasts, providing professional insight and guidance through every step of the process. Though we offer many creative services, quality podcast production is our passion.

- ▶ Scripting & Formatting
- ▶ Editing, Mixing, Mastering
- ▶ Studio Time & Remote Recording Kits
- ▶ Music Supervision, Licensing, & Sound Design
- ▶ On-Site Producers & Engineers
- ▶ Project Management & Consultation

For more information, please visit www.evergreenpodcasts.com or contact:



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