



This Week in Drugs

Sponsorship Opportunities

Every week since its launch in July 2015, This Week in Drugs has engaged and informed hundreds of listeners from a wide range of backgrounds about the intersection of drugs and policy. As we say at the top of every episode, This Week in Drugs is a weekly podcast meant to educate the public and decision-makers about drugs in order to eliminate harmful misconceptions and improve public policy. We neither condemn nor condone drug use. Rather, we envision a world in which our attitudes and laws surrounding drugs are grounded in science, compassion, health and human rights.

The Podcast

We produce weekly, one-hour episodes with three main segments: a 20-minute discussion on the week’s news; a 5-minute focus on the science, history, or trends in that month’s Drug of the Month; and a 30-minute discussion with an expert guest on a specific aspect of drugs. Guests include policy advocates, scientists, businesspeople, government officials, artists, and anyone else who has had a big impact, or been impacted by, drugs. Guests often share episodes with their own followings, giving us wide reach and assisting with our continual growth.

The Audience

Large: We average 705 downloads per episode, and have 1,628 Facebook fans and 591 Twitter followers.

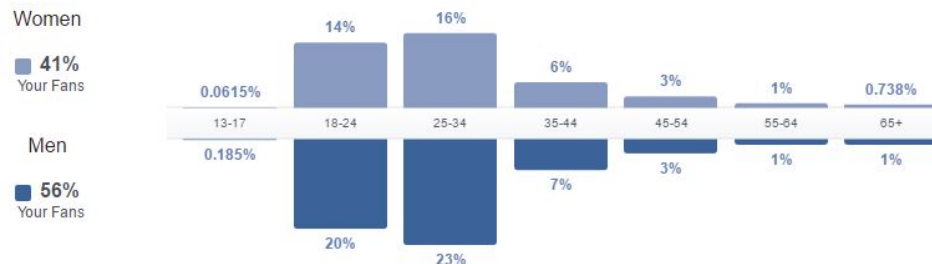
Diverse: We’ve been downloaded in 75 countries and all 50 states. 77% of our audience is American.

Educated: 68% of our listeners have college degrees, and we’re syndicated on two college radio stations.

Generous: This summer, 28 listeners pledged over \$1,000 to our project. 11 make monthly donations.

Very Young, and Slightly Male: 73% of our fanbase is under 35, and 56% identify as men.

The people who like your Page



The Opportunities

After getting our first sponsors through our successful Kickstarter campaign, we are now accepting sponsors for any and all of our future episodes. Each week, you will receive one 30-second spot in the middle of our show to promote your business, your nonprofit, your campaign, or whatever you would like. These messages can be drafted by the sponsor or the hosts (your choice), are subject to the approval of the TWiD team, and will be recorded with one or both of the hosts’ voices in order to fit the feel of the show. You also receive a mention in the introduction and conclusion of every episode, and will be identified in at least one tweet and one Facebook post every week you sponsor.

<u>Sponsorship level</u>	<u>Cost</u>	<u>Episodes</u>	<u>Cost per episode</u>
Episode Sponsor	\$100	1	\$100
Monthly Sponsor	\$300	4	\$75
Season Sponsor	\$1000	20	\$50

Interested? Please contact Sam Tracy at thisweekindrugs@gmail.com to learn more.