

THE DIRECTOR PODCAST

MEDIA KIT

WWW.MAGICGATE.COM

Overview

The Director Podcast is a unique online audio community dedicated to the subject of Adobe Director. Magicgate Software has been specializing in Adobe Director for over 10 years and is now sharing their experience with the Director community. Come listen to programming techniques, information about Xtras (Adobe's Director's plug-in library) and interviews with industry professionals. A must for any Director developer out there!

We offer an interactive way that allows Director developers to communicate with the show by allowing listeners to submit their comments to us via email or by submitting their voice comments using our "Director Comment Hotline."

Competitive Edge

No other website allows advertisers to reach a highly targeted listening audience of Director developers in this unique manner. The Director Podcast offers advertisers 15 and 30-second radio-style commercials inserted during the audio interviews or at the top of the show (or advertisers can write copy for our host to read), with technology that can put you in touch directly with professional developers and programmers. Audio commercials are limited to two per show, ensuring listeners will not "tune out" the commercial portion of the audio.

Recently, 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..." Here is a link to the study:

<http://www.magicgate.com.com/podcast/resources/InternetBroadcastResearch.pdf>

With one new show each week, we currently receive thousands of page views every month. Furthermore, our specific audience is highly tech-savvy and is looking to purchase Xtras and additional product development software to assist them in their projects.

THE RESULT: Your message reaches the exact, highly-targeted audience you want to address – at the exact right time (at their convenience) - at a fraction of the cost of radio, magazine or TV advertising.

How The Director Podcast Attracts Listeners

The Director Podcast has launched a comprehensive Google and Yahoo search term campaign – terms ranging from "Director Development" to "Lingo Programming" are purchased, and through these two companies we are reaching 90% of the search engine market. We are also growing very quickly the number of sites and message boards that link to our content. Many of the people we interview also share links to their interviews with their clients, readers and listeners.

Also, much of our traffic comes from word of mouth. Director developers are a vocal group and share resources freely on message boards and mailing lists. When we interview members of the community, they are excited to post the link to the interview and often send out an announcement to the entire community they are involved with. In many cases, our listeners are developers whose opinions are sought for a wide range of products, services and techniques.

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Advertising Opportunities

PODCAST SPONSORSHIP (\$1,200/month) : The Director Podcast will showcase your company as described below. The Director Podcast website will also have a graphic approximately 345x75 pixels in size stating "Podcast presented by Your Company". 2x rate: \$1,000, 3x rate: \$800 (consecutive months).

What You Get: Up to two 15 or 30-second commercials will run during each podcast (recorded, or spoken by our host). At the beginning and end of the show, our host will state that both the Director Podcast and website are sponsored by your company.

Please note: The pricing & offers noted above are for your company's initial review and are subject to change. Any advertising or sponsorship agreement will require a contract, signed by both parties.

Listening Statistics

We receive approximately 1000 unique visitors daily and each weekly podcast is listened to by an average of, 850 listeners on the first day and on average another 2,000 times after it is moved into the archives. Visitors to the site listen to an average of 2 shows on each visit. With 4 shows each month, that adds up to between 20,000-30,000 impressions per month for your product or service.

Our goal is not to get as many people to listen as possible - but rather to get the RIGHT audience listening. We want our audience to remain a high-quality demographic. The goal is quality of listener - not quantity. We will only grow our listenership as quickly as we can while still maintaining the quality advertiser's demand.

Ready to let us boost your sales today? Call at 877-781-1492 or 954-236-8847.