



Becoming a Sponsor

Message from Todd Huff

Dear Prospective Sponsor and Partner,

Thank you for considering to sponsor *Todd Huff Radio*. This show had very humble beginnings. In fact, it started as a podcast in my bedroom closet in Monrovia, Indiana in August of 2015. Since then, it has grown to cover a sizable chunk of central Indiana, including the areas Hoosiers may know as the “donut counties,” and all over the world. When I created *Todd Huff Radio*, it was formed with the intention of being an actual *talk* radio show, free from yelling, vitriol, and hatred. It’s an outlet to articulate my perspective in my conservative — not bitter — manner. As a result, we have gained an audience from the Right, Left, and everywhere in between, with ages ranging from 18 to 66 and up.

As time passes, we are continuously looking to expand our reach. While new radio stations and public appearances are part of our plan, the ultimate focus is on bringing the best radio content we can, since radio reaches 93 percent of the country on a weekly basis. But, while our desire for growth is exponential, our budget is not. *Todd Huff Radio* is currently funded by sponsors and membership subscriptions. While we are able to deliver great material with the present resources, with your support *Todd Huff Radio* would be able to go above and beyond.

Our sponsorship packages have been arranged to maximize your resources, so that advertising with *Todd Huff Radio* is profitable for the growth of your business. Our sponsors have experienced direct benefits like growth via referrals, direct sales, and more. If you have remaining questions about the packages or an overall partnership, please reach out to me and I will gladly walk you through what it is like working with us! It has been fantastic to see the show grow to its current following, and I cannot wait to see where we will go in the future with you by our side!



Todd Huff

Talk Show Host

317-408-4004

Todd@ToddHuffRadio.com



About the Show



Angry. Hateful. Divisive. Racist. Today, these are terms you might hear when describing talk radio. But it does not have to be that way. And *Todd Huff Radio* proves that every day.

Talk radio can be entertaining without being hateful. It can be thought-provoking and challenging without alienating fair-minded listeners. We can disagree without being disagreeable, and we can stand for our beliefs without trying to destroy our opponents. Do we have a good time? Yes. Do we tease Liberals? You bet we do – but it is always in good fun, and to illustrate some sort of political absurdity. We use hyperbole, exaggeration, metaphors, and parody all to keep it interesting while accurately painting a picture of today's political issues. But we also mean what we say. And *Todd Huff Radio* would never violate the trust of our listeners and sponsors, who are ultimately what make this program possible.

Todd Huff Radio on Freedom 95

95.9 FM / 950 AM / Freedom 95 TuneIn radio app
Franklin, Indianapolis
Monday – Friday: 6 am – 7 am
Tuesday – Saturday: 2 am – 3 am
Weekends: 1-hour floating program

FREEDOM95
950^{AM} 95.9^{FM}

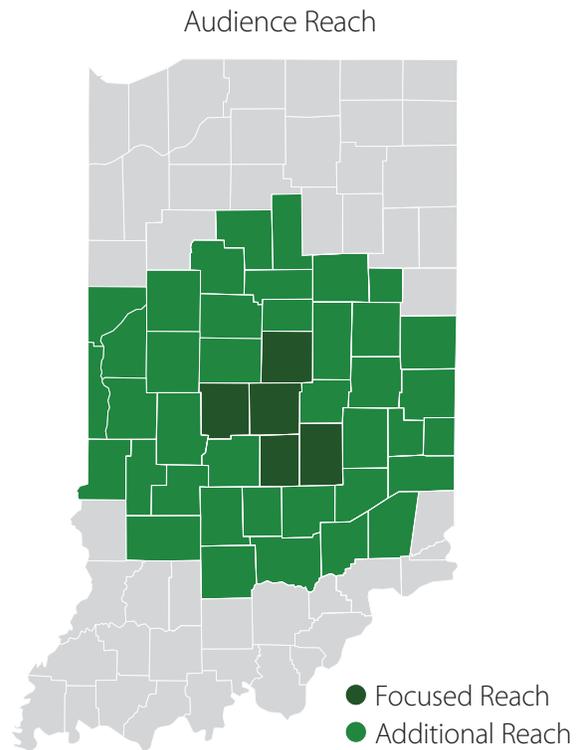
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conservative, not bitter

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About the Audience

The *Todd Huff Radio* show has been ranked the number one conservative podcast by *The Contemporary Conservative*; has received praise from radio industry figures like Beowulf Rochlen (USA Radio Networks) and Greg Mocerri (Mocerri Media); and draws a variety of listeners. *Todd Huff Radio* has achieved this success for a multitude of reasons, but above all else, it is due to the conservative — not bitter — approach.

The vast majority of *Todd Huff Radio* listeners are married adults, often with children. They also possess a higher-than-average education level, and hold positions like business owners, executives, and business professionals. And, there are blue collar listeners, too. This portion of the audience is typically politically conservative and Christian.



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Packages

Founder

Duration: 52 weeks

Total Ad Amount: 260

Monthly Rate: \$579

The Founder Package includes five (5) weekday ads on *Todd Huff Radio* (radio station) and the *Toddcast* (podcast) per week. There are also free weekend and overnight spots available for a limited time. Founder holders have first priority for unused spots at the end of each month.

Patriot

Duration: 52 weeks

Total Ad Amount: 156

Monthly Rate: \$419

The Patriot Package includes three (3) weekday ads on *Todd Huff Radio* and the *Toddcast* per week. There are also free weekend and overnight spots available for a limited time. Patriot holders have second priority for unused spots at the end of each month.

Liberty

Duration: 52 weeks

Total Ad Amount: 104

Monthly Rate: \$329

The Liberty Package includes two (2) weekday ads on *Todd Huff Radio* and the *Toddcast* per week. There are also free weekend and overnight spots available for a limited time. Liberty holders have third priority for unused spots at the end of each month.

Justice

Duration: 52 weeks

Total Ad Amount: 52

Monthly Rate: \$189

The Justice Package includes one (1) weekday ad on *Todd Huff Radio* and the *Toddcast* per week. There are also free weekend and overnight spots available for a limited time. Justice holders have fourth priority for unused spots at the end of each month.



Additional Opportunities

Individual Advertisements	Rate
Weekday, 6am – 7am	\$50
Weekend, Floating	\$35
Overnight, Floating	\$20

Additional Fees	Rate
Standard voiceover	\$99
Host voiceover	\$189
Custom production	Based on quote

Additional Opportunities	Rate	Requirement
Live read	\$40 / ea.	Founder, Patriot, Liberty or Justice Package holder
“Official Partner” status	Negotiable	Must have 2-year agreement with <i>Todd Huff Radio</i>
Open phones sponsor	\$295 / mo.	None
<i>Toddcast</i> podcast title sponsor	\$119 / mo.	None
<i>Todd Huff Radio</i> promotional tag	\$15 / ea.	Founder, Patriot, Liberty or Justice Package holder
<i>Todd Huff Radio</i> studio title sponsor	\$795 / mo.	Founder, Patriot, Liberty or Justice Package holder
<i>Todd Huff Radio</i> website ad	\$39 / mo.	Founder, Patriot, Liberty or Justice Package holder
<i>Todd Talk</i> tag	\$15 / ea.	Founder, Patriot, Liberty or Justice Package holder
<i>Todd Talk</i> adjacent ad (30 seconds)	\$50 / ea.	None

All pricing listed above is for 30-second ads. For 60-second ads, the rate will increase by 50%. Set-up fees include the creation of a script and production of one spot. Multiple voices, sound effects, and background music will incur an additional cost. No set-up fees will be charged if ready-to-use commercial audio files are provided by the client. Ads are subject to availability and final approval by *Todd Huff Radio* and Freedom 95.



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FAQs

What is the difference between an ad, a tag, and a live read?

An ad is a 30- or 60-second pre-recorded audio commercial that plays during our breaks. A tag is an advertising opportunity for sponsors to place their company name (think: "brought to you by...") in a *Todd Huff Radio* promotion. And a live read is a short segment about a sponsor that is read by Todd during the live portion of the program.

Can I supply my own pre-recorded ad?

Yes, as long as it meets our audio requirements, and is approved by *Todd Huff Radio* and Freedom 95.

How long does it take to produce a radio ad?

There are several factors to consider, but most ads can be written and produced within 5-7 business days.

Am I able to rotate multiple ads?

Yes, we can work with you to rotate and change ads however you see fit. However, if new ads need to be created, additional production costs will apply.

What are the benefits of sponsoring Todd Huff Radio?

Our sponsors report many benefits from advertising, such as increased sales, more traffic to company events and increased brand awareness. Many sponsors have experienced success advertising on our program. The most successful sponsors have a client demographic that matches that of our listeners. Additionally, sponsors who sell directly to consumers (especially homeowners) usually do quite well.

What makes a Todd Huff Radio sponsorship different than other media buys?

Todd has complete ownership of his program and content - and he's local to the Indianapolis market. Few, if any, hosts bring this combination to their show and advertisers. Because of this, we can be incredibly flexible in creating the best advertising options for our sponsors.

What are my payment options?

Sponsors have the option of either enrolling in our monthly autopay program with a credit/debit card or prepaying for their advertising package in full. Prepayment by cash/check qualifies sponsors for a 10% discount and prepayment by credit/debit card qualifies sponsors for a 7% discount.



Sponsorship Form

Thank you for your interest in sponsoring *Todd Huff Radio*! Please fill out this form and mail to:

**Advertising, Todd Huff Radio
480 St. Clair St., Suite B
 Mooresville, IN 46158**

Tell us about you...

Business/Organization Name _____

What does your business/organization do? _____

How are you different? _____

What is an important value to your business/organization? _____

What is the number one message your business/organization wants to get across?

What you're looking for...

What package and rate are you interested in? _____

What other opportunities are you interested in? _____

Contact Information

Name, Title _____

Phone _____ Email _____

**A representative will be in touch soon.
If you would prefer, call 317.408.4004.**



I've been listening to your show almost since the beginning [...] I feel like we're friends and you're part of what inspired me to start putting my career talents to work for our political ideology.

Elizabeth G.



Todd [...] is one of the few objective talk shows. Go listen.

Cindy B.



I really enjoy listening to your show. I pretty much listen [...] every day, and really appreciate how you clarify your views and beliefs. I'm a liberal from Seattle, but you present conservative views very clearly, and I really appreciate that you aren't an angry, bitter host. Keep up the good work.

Mark H.



I'm a recent college grad [...] I've been listening for a while, trying to prove that not all millennials are liberals! Your show is the perfect combination of information and comedy. I love being armed with information to defend my beliefs!

Marina D.