opportunities for advertisers

www.Creative-Generation.org

about Creative Generation

Dedicated to the development of thriving communities and a more just world, Creative Generation works to inspire, connect, and amplify the work of young creatives who catalyze social transformation, and those who are committed to cultivating their creative capabilities.

The Campaign for a Creative Generation is dedicated to inspiring, connecting, and amplifying the work of young creatives and those dedicated to their creative development.

After a four-month pilot, the Campaign officially launched in January 1, 2020 utilizing a multi-pronged communication strategy utilizing web-based platforms, e-newsletters, and social media. Check out a sample newsletter here.

about our audience

The typical audience for a Campaign newsletter, social media post, or other communication works in the fields of arts and culture, education/youth development, and/or activism. Usually self-designated as an educator within a school or small non-profit, a smaller division of a large institution, or works as a teaching artist & independent contractor.

Connecting to important news, unique opportunities, or relevant research is of the utmost importance to subscribers. They value connecting to others, celebrating successes, or thinking critically about current practices.

On-the-go info, usually read on a mobile device, is most consumable. Positivity and succinctness is vitally important. 1-click to action steps are best.
We offer two advertising packages, listed below, or we can customize a package tailored to your needs.

**BASIC — $75/month**
- Link + 25 words in our weekly newsletter
- 1 Facebook post
- 1 Instagram Grid post
- 1 Tweet

**DELUXE — $250/month**
- Banner image + link in our newsletter
- 2 Facebook posts
- 1 Instagram Grid post
- 2 Instagram story shares
- 2 Tweets
about the Why Change? podcast

We bring listeners around the globe to learn how arts, culture, and creativity — as applied by young people — can change the world, one community at a time. Produced by Creative Generation, the hosts share timely news and dive deep into the work of young creatives who catalyze social change and those who are committed to cultivating their creativity. Listeners are invited each week to learn and laugh while envisioning new futures through the question, “why change?” Add sentence: As of July 2020, this podcast garners approximately 1,000 unique listens per episode across several platforms, reaching an audience in over 20 countries weekly.

podcast advertising

We offer two types of podcast advertisement — prerecorded ads and ads recorded by Creative Generation — which can be run on new episodes or past episodes. Ads are dynamically inserted pre-, mid-, and post-roll and have a 90-day lifespan.

advertorial ads

Creative Generation and advertiser will co-create an interview format to showcase the product and its relevance to the podcast audience.

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<thead>
<tr>
<th>20-minutes</th>
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<tbody>
<tr>
<td>$450</td>
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prerecorded ads

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<td>past episode</td>
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<th>new episode</th>
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<td>post-roll</td>
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For an additional $5, advertisers can opt to be featured in the show notes of their episodes.
multi-platform advertising packages

The best way to ensure you’re reaching as much of the Creative Generation audience as possible is an advertising package that combines our traditional communications vehicles and podcast advertising. We offer three packages.

**BASIC — $200/month**
- Banner image + link in our newsletter
- 2 Instagram story shares
- 2 Tweets
- Any podcast ad that costs $60 or less (please see page 3 for options)

**DELUXE — $350/month**
- Banner image + link in our newsletter
- 1 Facebook posts
- 2 Instagram story shares
- 2 Tweets
- Any podcast ad that costs $90 or less (please see page 3 for options)

**PREMIUM — $500/month**
- Banner image + link in our newsletter
- 2 Facebook posts
- 1 Instagram Grid post
- 2 Instagram story shares
- 2 Tweets
- The podcast advertisement of your choosing (please see page 3 for options)

**SPECIAL: JOB LISTING PACKAGE — $150/month**
- Listing on the opportunities section of our website
- 75 words + a square image in our newsletter
- 1 Tweet
- 1 LinkedIn post

**ready to get started?**

email info@creative-generation.org with the subject line “advertising.”