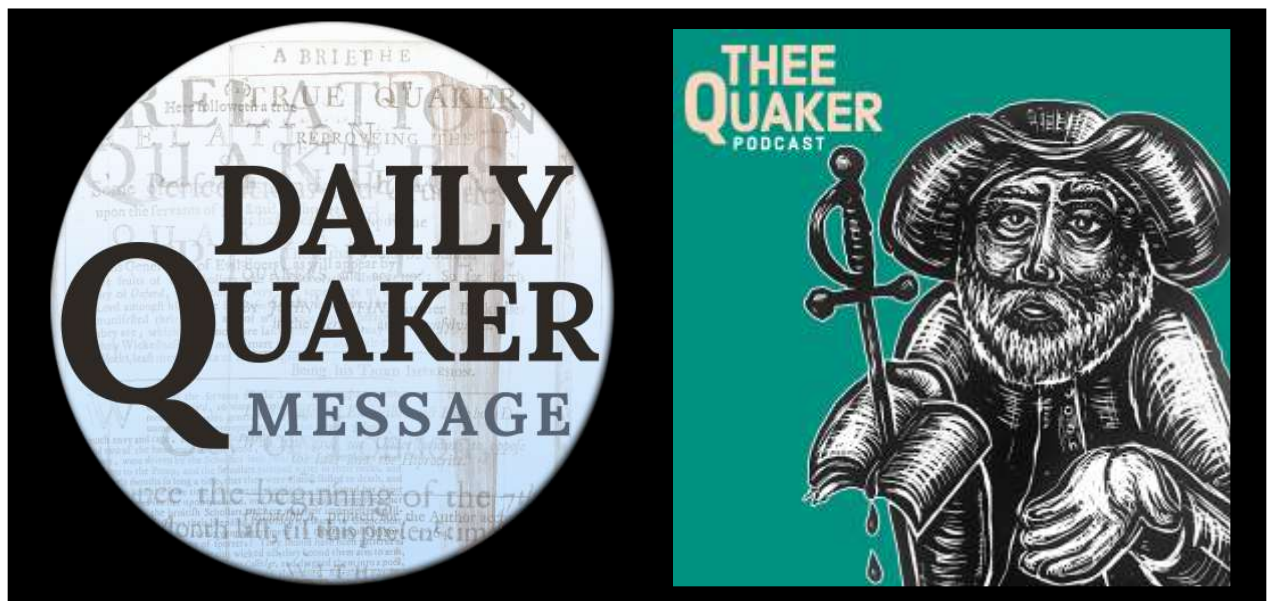




THEE QUAKER PROJECT MEDIA KIT

Including:



Why Advertise with Thee Quaker Project?

Thee Quaker Project is a Quaker media company that is strategic and proactive in catching the ears and eyes of our quickly expanding audience. As such, we generate a lot of buzz! We'd like to share the love by offering your project or organization the opportunity to benefit from this high visibility.

Our content reaches hundreds of thousands of Quakers and seekers across the lifespan who are investing time and energy in their faith lives by engaging with our content. We offer a range of advertising opportunities on our flagship podcast and our widely-read daily newsletter.

Email advertising@theequaker.org with your inquiry to get started!

What's the Buzz?

*I came to learn more about Friends, curious from the outside, and **this show does not disappoint!** This is wonderful to listen to and I can't wait for more. Thanks to you both for sharing your voice.*

-Goody in Canada on Thee Quaker Podcast

*I credit Thee Quaker Podcast for increasing the weekly attendance of our meeting. Our Meeting has broken attendance records several times in the last several weeks. A part of that is our **growing number of young adults**. Last year at this time I would often be the only attendee that was under 35 now it is not uncommon for there to have 6 or more young adults.*

*I think Thee Quaker Podcast has helped each Seeker and returning member **connect with the history of Quakerism and their own spirituality**. When you sit in silence each Sunday you don't learn about the faith's history. Thee Quaker Podcast has filled that "Sunday School" role for a lot of us.*

-Logan from Iowa on Thee Quaker Podcast

*It's very meaningful to receive these daily messages in my inbox in a flood of otherwise stressful emails. I find these to be centering and personal, **inviting me to connection with the divine** and with a community.*

-Leenah in Illinois the Daily Quaker Message

*[The Daily Quaker Message] started the same time I discovered Quakerism and has proved a really useful aid to help me figure out how to incorporate Quakerism into my daily life. As a newcomer Quakerism can seem quite daunting and hard to pin down. This tool is **highly accessible, supportive** and gives me useful points of focus for my daily and Sunday worship.*

-Leah in the U.K. on the Daily Quaker Message

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Why advertise with Thee Quaker Podcast?

Zack gave us a clear picture of the process and what to expect. He quickly grasped who we are and what we were hoping for with the ad.

- Thee Quaker advertiser

When you advertise with Thee Quaker Podcast, you get...

- Exposure to an average in-season **monthly listenership of over 8,000** Quaker and Quaker-curious people, with up to 2300 listeners to a single episode in one month
- The single ad feature in our **weekly email, going to over 1800** Friends and seekers, with a **53% average open rate** (almost twice the highest industry standard)
- You get the spotlight as **the ONLY mid-roll ad for the episode** - which means listeners are more likely to listen to your ad content instead of skipping it
- High quality ads - our **listeners report enjoying them** a great deal
- Your ad airs in the alongside **high-quality relevant content** that you can be proud to support
- **Best for evergreen, awareness-raising advertising** – these ads get listens and clicks for months and years after their original publication. For example: the first ad that we tracked now, one year later, has gotten almost six times as many clicks as it had one month post-publication!

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Types of Ads with Thee Quaker Podcast

Description	Length	Visual Elements
Host-Read Ad		\$300
Podcast host will read your prepared copy during the mid-episode ad spot of Thee Quaker Podcast. You get the whole ad-break!	~ 2 min.	Your logo and copy will be featured in our weekly newsletter . See sample here . Your organization will be listed as a sponsor in our show notes .
Produced Ad		\$400
We work with you to produce a high-quality, mini-episode-like ad , one or more interviewees, to play during the mid-episode ad spot of Thee Quaker Podcast. You get the whole ad-break!	~ 3 min.	Your logo and copy will be featured in our weekly newsletter . See sample here . Your organization will be listed as a sponsor in our show notes .
Sponsored Episode		Custom quote, \$3k-\$5k range
Our team produces an entire episode on a topic of your choice. Your story benefits from our expertise and built-in, engaged audience . From conception to execution to distribution, we work with you to form a compelling narrative about your project . You also get the mid-roll ad spot free of additional charge!	~ 30 min.	Your logo and copy will be featured in our weekly newsletter . See sample here . Your organization will be listed as a sponsor in our show notes . Your episode will be posted and boosted on our social media channels .

Discounts available for multiple runs & for multiple ads

Email advertising@theequaker.org with your inquiry!



Why Advertise with the Daily Quaker Message?

It was an absolute pleasure collaborating and creating with your team!

-Thee Quaker advertiser

When you advertise with the Daily Quaker Message, you get...

- Exposure in our daily email, which goes to over **5500 highly engaged Quaker and Quaker-curious people**, who open at an **average rate of 62%** (almost twice industry standard!)
- Exposure on our DailyQuaker.com website, with an average of **422 daily visits**
- You get the **spotlight as the ONLY ad** in the message
- Your ad appears next to **high-quality relevant content** that you can be proud to support
- **Best for time-sensitive & call-to-action-focused advertising** – our readers are online and ready to click, with an average of 331 ad clicks on Daily Quaker Message Week Ads in the first week post-publication!

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Types of Ads with the Daily Quaker Message

Description	Length
Day Ad \$150	
Your logo and ad copy will be featured singly on a day of the Daily Quaker Message email . (We recommend Sunday, as it includes digest subscribers.) See sample email ad .	One day – 1 emailed message with your ad in the lower ad space.
Week Ad \$500	
Your logo and ad copy will be featured singly in a full week of Daily Quaker Message emails - and featured in the lower ad-space across the website . See sample email ad and sample online version .	One week – 7 emailed messages with your ad; 7 days of your ad in the lower ad space across the website.
Sponsored Month \$3000	
You get to choose the month's theme and have a banner with your organization's name at the top of every email for the duration of the theme. You also get editorial control over one week of the Daily Quaker Message, including one "letter from the editor," perfect for longer-form advertising. You can be hands-on with selecting the quotes, query, and spiritual practice invitations, or leave it to our experienced editor to execute your vision. See an example of a previous sponsor's week of emails online. In addition, your logo and copy will be featured singly in the Daily Quaker Message ad spot and in the lower ad-space across the website for the duration of the theme (28 days).	28 Days –28 banner ads at the top of each email, and 28 days of your ad in the Message ad spot and in the lower ad space across the website. 7 emailed messages with your specific content, and 7 posted daily messages online.

Discounts available for multiple runs & multiple ads

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