

Detroit CEO Media Advertising Rate Card (2025)

■ Podcast Advertising

Ad Type	Description	Price (USD)
Pre-Roll (15–30 sec)	Played at the beginning of the episode	\$50/episode
Mid-Roll (60 sec)	Played mid-episode with detailed message	\$100/episode
Post-Roll (15–30 sec)	Played at the end, with call to action	\$40/episode
Podcast Sponsorship	Includes intro sponsorship + social shoutout	\$150/episode
Podcast Bundle (5 eps)	Mid-roll in 5 episodes across multiple shows	\$400 total

■ Website Advertising

Ad Placement	Description	Price (USD)
Homepage Sidebar	30-day static ad with link	\$75/month
Article Banner	Banner at top of a select magazine article	\$50/month/article
Sponsored Blog Post	Client-provided content (edited by us)	\$100/post
Homepage Takeover	Full-width premium homepage banner	\$150/week

■ Digital Magazine Advertising

Ad Type	Description	Price (USD)
1/4 Page Ad	Basic placement for small biz	\$75
1/2 Page Ad	Mid-tier visibility	\$125
Full Page Ad	Premium real estate in magazine	\$200
Inside Front/Back Cover	High-visibility premium spot	\$250
Sponsored Feature	1-page article about advertiser	\$300

■ Social Media Ad Packages

Package	Includes	Price (USD)
Basic Boost	1 static post on Facebook + Instagram	\$50
Momentum Package	3 posts + 1 Story share	\$100
Full Feature	Carousel, Reels + 1-week pin	\$150
Sponsored Live Segment	10-minute brand interview or highlight	\$200

■ **Add-Ons / Upgrades**

Service	Description	Price (USD)
Ad Design (Static)	We create the ad graphic	\$25/ad
Voiceover Recording	We voice their podcast ad	\$35/ad
Sponsored Contest/Giveaway	Promote and host custom giveaway	\$75/event