



DOWNtoEARTH

THE PLANET TO PLATE PODCAST

About Us

Down to Earth is a podcast about hope. As climate change collides with our industrial food system, we focus not on doom but instead on people who are developing practical, innovative solutions - farmers, ranchers, scientists, land managers, writers, and many others on a mission to create a world in which the food we eat is healthy for us, for the land and water, for the lives and livelihoods of the producers, and for the planet. If you do similar work and want to get the word out about it, we would love to help you advertise!

Down to Earth is co-produced by The Quivira Coalition and Mary-Charlotte Domandi's Radio Cafe. It publishes bi-weekly and reaches over 6,000 listeners per month; it is growing at a rate of over 40% per year. To date we have nearly 250,000 unique episode downloads. The audience demographic consists of ranchers, farmers, scientists, land managers, rural people, as well as many general listeners interested in a healthier food system.

Advertising Rates

Single Episode Sponsorship

Sponsor an episode and have your business, project, or organization promoted with a 30 second (70-100-words) or 60 second (140-180 word) ad.

Pre-roll (before the show): 30 seconds: \$30 | 60 seconds: \$60

Mid-roll (mid-episode break): 30 seconds: \$45 | 60 seconds: \$90

Post-roll (at the end of the show): 30 seconds: \$20 | 60 seconds: \$40

Multi-Episode Packages

Three Episodes - 30 seconds: pre-roll \$75, mid-roll \$125, post-roll \$50 | 60 seconds: pre-roll \$150, mid-roll \$250, post-roll \$100

Six Episodes - 30 seconds: pre-roll \$140, mid-roll \$200, post-roll \$75 | 60 seconds: pre-roll \$280, mid-roll \$400, post-roll \$150

Add social media advertising to your package! Reach more than 10,000 people on our Facebook, Twitter, and Instagram pages. When the episode you are sponsoring goes live we will also promote your brand on these platforms. \$25 per episode.

5-minute Sponsored Content Interview

Record a 5-minute interview with our Down to Earth podcast host, and the interview will appear at the end of an episode, presented and introduced as sponsored content. This is a great way to talk about your product or business in a longer interview format. \$1200

Regenerate Conference

Quivira and its partners host an annual conference that attracts an audience who collectively manages 2.7 million acres. Our podcast features the conference speakers in the lead up to the conference and is a great time to reach a targeted group of people. There are opportunities to sponsor the conference itself as well as host an in-person exhibitor table. A six-episode sponsorship package coupled with a conference sponsorship or an exhibitor table at the conference is a great way to get the word out about your work.

Contact Sam Hinkle at Quivira for more information: sam@quiviracoalition.org | 719-440-1303