

sponsorship opportunities

media kit



the show



The **Libraries Transform Texas** podcast is a production of the Texas Library Association. Hosted by various TLA members, it's designed to showcase the amazing work of Texas librarians and the influence of Texas libraries.

Each month, we share stories from public libraries, K-12 school libraries, university libraries and more.

#librariestransformtx



distribution story

Libraries Transform Texas is promoted to almost **5,000** members of the Texas Library Association representing all types of libraries throughout communities of all sizes. More than 50 episodes have dropped since 2020. We continuously promote the podcast across the following channels:



professional discussion groups



annual conference



e-newsletter



quarterly journal



13,000+ followers



14,500+ followers



450+ followers



5,000+ followers

distributed across major podcast platforms, including:



Apple Podcasts

Google Podcasts



ad inventory

The **Libraries Transform**

Texas podcast offers exclusive company exposure through a very limited and unique advertising sponsorship.

1 advertiser per podcast episode

\$1000 per episode

advertisers receive all the following:

pre-roll

Company mention in the first 10 seconds of the podcast.
Example: “Welcome to episode X of the Libraries Transform Texas podcast. This episode is **sponsored by Company A.**”

mid-roll

30 second spot reserved in the middle of the episode to promote your company or program. Audio is provided by advertiser, or professionally recorded by our production team at no additional cost.

Spec: 90 words or less | Voiceover or host-read

post-roll

Company mention in the last 10 seconds of the podcast.
Example: “Again, we’d like to **thank our sponsor**, Company A, for their support of today’s podcast. Be sure to visit them at URL for more information.”

social media exposure

Company’s logo and name is included in social media episode promotions.



advertising guidelines

billing and payments

Upon booking, an invoice will be sent to the billing contact. Payment must be made no later than the ad deadline. Payment can be made by Visa, Mastercard, American Express or eCheck. Checks may be payable to Association Briefings and mailed to:

1301 E. Debbie Ln, Ste. 102 #657
Mansfield, TX 76063.

live dates

Live dates of podcasts are subject to change. TLA and its podcast producer have the right to adjust live dates.

script submissions

Script submissions must be made on or before the ad deadline dates. Advertising messages are subject to TLA approval. If advertising scripts are written by the podcast's producers, Association Briefings, advertiser may make 2 edits before the script is submitted for voiceover. Scripts provided by the advertiser may not be changed once sent to voiceover. Changes are subject to additional charges.



reserve space

Space is extremely limited and can be reserved on a first-come, first-served bases.

Contact us today to put your message in front of the Texas library community.

contact

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