



Become a sponsor of **THE CONFORMANCE CAST**

The Conformance Cast is an established, professionally produced, semi-weekly podcast dedicated to providing educational content through interviews with accreditation industry experts. We have recently opened up opportunities for relevant businesses to sponsor episodes of The Conformance Cast with pre-recorded 30-second audio promotions at the beginning and end of each episode. Please consult with us about which episodes are available for promotional spots.

30-Second Opener Promo

\$100

This is a non-exclusive pre-recorded segment that will be added to the beginning of an available episode of your choosing. Each episode can have a maximum of two Opener Promos.

30-Second Closer Promo

\$50

This is a non-exclusive pre-recorded segment that will be added to the end of an available episode of your choosing. Each episode can have a maximum of two Closer Promos.

Exclusive Episode Sponsorship

\$200

This is an exclusive sponsorship of one available episode of your choosing. The sponsor will provide a 30-second promo to be played at the beginning and end of the chosen episode. Only one sponsor's promo will be played on their chosen episode.

3-Episode Exclusive Sponsorship

\$500

This is an exclusive sponsorship of three available episodes of your choosing. The sponsor will provide a 30-second promo to be played at the beginning and end of the chosen episodes. Only one sponsor's promo will be played on their chosen episodes.

Supporting Promotion

Each episode of The Conformance Cast is shared in a post on AWPT's LinkedIn and Facebook pages, and social media posts about sponsored episodes will include a link to the sponsor's website. A link to the sponsor's website will also be added to the episode's notes section on all distribution platforms.



Our Audience

The Conformance Cast is hosted by A2LA WorkPlace Training, a non-profit organization that provides training and consulting for laboratories seeking accreditation. The Conformance Cast is available on all major podcasters, including Apple Podcasts, Google Podcasts, Spotify, Stitcher, RadioPublic, and dozens more. Our high-quality content makes The Conformance Cast a valuable resource to our subscribers and helps us maintain a consistent listenership. Our primary function is to educate professionals seeking information on conformity assessment, international standards, and accreditation, and our sponsors allow us to continue producing

Technical Details

Sponsors are responsible for recording, editing, and finalizing their own 30-second audio promos, to be delivered in .mp3 format. Once your promo is added to an episode it becomes a permanent part of that episode's audio file, it will remain active indefinitely and will play any time a listener opens that episode. Any changes or updates to an audio promo will be subject to an additional fee. The Conformance Cast averages over 300 listens per month across all episodes, but AWPT cannot guarantee any specific number of downloads or listens to any given episode. Only exclusive sponsorships may be added to existing published episodes, Opener and Closer promos may only be added to upcoming episodes prior to their publication.

For questions, please contact us at Training@A2LAWPT.org or 301-644-3245.