

What is Five Hundy by Midnight?

Five Hundy by Midnight, the Original Las Vegas Podcast, is the first podcast devoted (almost) exclusively to Las Vegas. Produced weekly since Jan. 9, 2005, Five Hundy is the longest-running travel podcast. The show provides listeners with news, reviews and commentary by Las Vegas tourists for Las Vegas tourists. The podcast has attracted local and national press, including mentions in The New York Times and Boston Globe, and a feature article in the Las Vegas Review Journal.

Why Advertise on Five Hundy by Midnight?

With thousands of engaged, dedicated listeners, Five Hundy by Midnight offers sponsors a chance to reach a targeted community of Las Vegas travel fanatics. The show's active and growing Facebook and Twitter presence, and the high frequency of listener e-mails, voice mail messages and website comments reflects the level of engagement between the hosts and listeners.

How Does Advertising on Five Hundy by Midnight Work?

Podcast sponsorship takes the form of "live read" promotional ads by the podcast's hosts. The sponsor typically offers specific talking points to highlight. The hosts spend a minute or two (sometimes longer) discussing the sponsor and plugging the website, app and/or other contact point. A text link is also included in the show notes at fivehundybymidnight.com for each sponsored episode. An additional link is included in the Friends of Five Hundy list for the duration of the sponsorship.

The sponsorship ads can occur near the beginning of the show following the introduction, in the middle of the show (between segments) or at the end of the show.

Additional Sponsorship Opportunities

- **Branded segment:** The news, listener voice mail or e-mail segments could be branded with your company or product name, i.e. "It's time for listener calls from the ABC Travel Site Voice Mail Line. To book your Las Vegas travel plans, visit abctravelsite.com."
- **Traditional, pre-recorded commercial:** We can include your existing ad. However, this type of advertising is generally less effective on podcasts, as listeners have an engaged relationship with the show's hosts.
- **Contests or giveaways:** Generate interest in your company or product with a customized contest exclusive to the Five Hundy by Midnight audience.
- **Graphic banner ad space:** Gain additional visibility on Five Hundy by Midnight and FremontStreetBars.com.
- **Facebook:** Additional mentions can be included in posts on our Facebook group.

ENGAGEMENT MATTERS

"Out of all the advertising I do, by far the most effective is Five Hundy by Midnight.

Your listeners actually buy."—Five Hundy by Midnight sponsor.

Consistently ranked in the iTunes top 25 travel audio podcasts (almost always the top Las Vegas podcast on that list).

Voted Best Las Vegas Podcast in 2006, 2007, 2008, 2009 and 2010 by the readers of Vegas Tripping before being given the honor of induction into the Trippies Hall of Fame.

Podcast Advertising Works

According to a survey by Edison Research on behalf of the Association of Downloadable Media:

- Nearly 80% of podcast consumers agreed that “when price and quality is equal,” they “prefer to buy products from companies that advertise on or sponsor” the podcasts they regularly enjoy.
- 37% of these respondents expressed some positive sentiment about advertising in the podcasts they regularly listen to or watch, compared to only 6% positive sentiment expressed for the advertising approaches of television or commercial radio.
- 78% of respondents agreed (and 21% agreed strongly) that their opinion of a company is more positive when they hear it mentioned in one of the podcasts they regularly enjoy.

Research by Podtrac and TNS showed:

- A 73% increase in likelihood to use or buy an advertised product—an indication of successful targeting, the unique relationship audience members have with the hosts of today’s online shows, and their ability to quickly move audiences from awareness to consideration to purchase.
- 69% of audience members have a more favorable view of in-show advertisers, which means a tremendous amount of goodwill goes to advertisers of online shows when show selection is intentional and advertising and ad formats are integrated into show formats.”

Five Hundy by Midnight Sponsors



CONTACT INFORMATION

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