

Support Michigan Radio's Peabody Award winning podcast team!



Podcasts are a unique way to reach a unique listener. Podcast listeners are more invested in the content and have built a relationship with personalities that host their favorite shows.

Your podcast sponsorship will allow you to reach a younger audience that defies geography.

Your sponsorship may include:

- In podcast messaging at mid or post roll
- Event recognition
- On-Air Michigan Radio spots
- Digital recognition on michiganradio.org and/or on a stand-alone podcast website
- Recognition in marketing materials, both digital and print

