

# The 905er

## Media Kit

Ontario's Future Lives Here

### About the Podcast

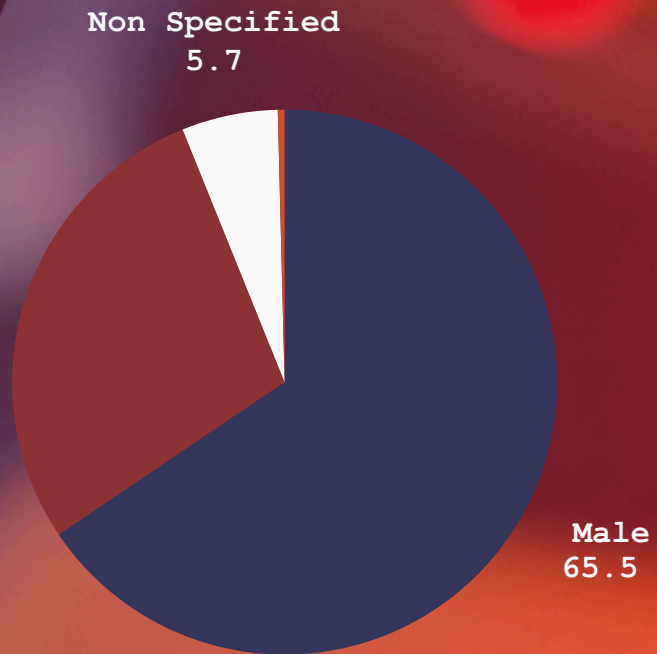
The 905er is Ontario's go-to source for conversations that shape policy, politics, and life in the Greater Toronto–Hamilton Area.

Hosted by Joel MacLeod, the show focuses on the fastest-growing, most politically dynamic region in the country: the 905.

Through interviews with elected officials, policy influencers, and civic voices, The 905er explores real stories from Mississauga, Burlington, Hamilton, Oakville, Brampton, and Niagara.

### Audience & Reach

- **Monthly Downloads:** 3,000–5,000 across major platforms (Apple, Spotify, Google)
- **Episodes Published:** 350+ since 2020, with a loyal and growing audience
- **Demographics:** Primarily 30–55 years old; ~60% male listenership
- **Top Markets:** Burlington, Hamilton, Peel, Halton, Niagara — politically active and civically engaged suburban centres



### About Joel MacLeod

Joel MacLeod is a communications strategist and founder of The 905er Podcast. With a background in public relations and policy storytelling, he delivers civic insight and credibility to a loyal and engaged audience.



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"Absolutely fantastic podcast—smart, relevant, and local. A must-listen if you live in the 905."

— Listener review on Apple Podcasts

# The 905er Podcast — Media Kit

Ontario's Voice Beyond Toronto

## Sponsorship Pricing

Sponsorship Type	Description	Rate (CAD)
Pre-Roll Ad (15 sec)	Before intro music. Quick CTA + brand mention.	\$75-\$100 per ep
Mid-Roll Ad (30 sec)	Inserted mid-show for max retention.	\$150-\$200 per ep
Branded Segment	3-5 min integrated topic/guest or conversation.	\$300-\$400 per ep
Sponsored Interview	Full episode built around your org, brand or message.	\$500-\$750 per ep
Logo/Verbal Acknowledgement	End-of-show "thanks to" + logo on site.	\$50 per month

### Bundle Deals (Per Month)

- Basic Package – 4 Pre-Rolls → \$300/month
- Premium Package – 4 Mid-Rolls + 1 Branded Segment → \$700/month
- Campaign Package – 4 Fully Sponsored Episodes (all of the above) → \$1,200/month

🧩 Custom bundles available for advocacy groups, election campaigns, and nonprofits

### Add-Ons

 Social Media Mentions (1x post) +\$50

 Newsletter Feature +\$75