



Advertise with The Explore Your Spirit with Kala Show

Don't miss your chance to reach our listeners every day on The Explore Your Spirit with Kala Show! Explore Your Spirit with Kala is an award-winning highly popular talk show, attracting fans of the metaphysical, spiritual and paranormal communities. Kala speaks with world-renowned authors, artists, teachers and researchers on metaphysical and paranormal topics and new discoveries in the scientific and spiritual realms. Interests in holistic and spiritual topics continue to expand each year reaching a wider population who are eager for more information and products to suit their lifestyle.

Our listeners tune in to listen to the interviews with Kala directly from the website, subscribe via RSS, download shows from the site and iTunes, shop from our site, read the blog and subscribe to our Weekly Talk Show Guide e-Newsletter. When you advertise with Explore Your Spirit, you have the opportunity to be included in all of these features! **Unlike traditional radio advertising, where your commercial is heard once, Explore Your Spirit shows are archived and listened to repeatedly and new listeners find these shows every day. Your commercial, paid for once, has the ability to be heard again and again and again!**

Created as a sanctuary for listeners with informative and uplifting shows, The Explore Your Spirit with Kala Show invites listeners to relax while listening to an interview about the latest in metaphysical news, paranormal research and spirituality. **Our motto is: It's the shows you want, when and where you want to listen to them!** Now more than ever before, personalized niche experiences are demanded by consumers, who want accessibility to their interests when they want experience them. This is seen market wide with on demand TV shows and the demise of daily papers with an overwhelming preference to fresh content on blogs.



Who Visits ExploreYourSpirit.com...

Premier Audience

ExploreYourSpirit.com delivers to an interested audience in YOUR market. Listeners from around the US and 60 other countries are enlightened, savvy, and spiritually conscious minded, looking for the latest news, ideas and products to provide a green, healthy and positive future for both them and their families. Your ad on ExploreYourSpirit.com puts you in front of consumers with the desire and means to buy your products and services.

Listeners explore with Kala as she shares her wisdom and interviews with a unique, personal style. Her fans appreciate her extensive knowledge on these topics and the diverse guests that she brings to the show. The show continues to grow in popularity with the focus on ancient mysteries, self-help, metaphysical explorations, and new discoveries from the science and spiritual arenas!

While the majority of our listeners are from the US, we've also attracted a strong base from Canada, the UK, Australia, Japan, Hong Kong and 60 other countries. From these visits, we are able to track which shows are most popular and listened to the most.

One of the reasons we continue to grow so strongly and quickly in numbers is that we offer all of the show archives for free, which allows listeners immediate access to any show they choose, regardless of their time zone. We also offer to all guests on the show, the link of their archived interview so their fans can hear their interview anytime. Our guests have been very pleased with this offering, as many shows offer archives, but listeners have to pay to access them, where as with our show, our guests can place the link to their show and their fans listen for free.

Who Our Listeners Are

- Average Age: 32 66% women, 34% men
- Our listeners report to have the following interests: Organic foods and natural products, holistic healing/health, reading metaphysical, paranormal and spiritual books, traveling to sacred sites, spiritual retreats and spas, metaphysical expos and conferences, and advancements in spiritual, scientific and technological realms.

Repeat Visitors

- 80% save the shows and download them via mp3 to listen to again
- 38% also burn CDs of the shows to share with friends and listen to in their cars
- 64% claim to listen to the ads on the shows and on the site and have responded to the ads for more information

The Future is NOW - Online Media Exploding!

According to *Feedburner.com*, a leading source of podcasting and online media tracking, people are tuning in to podcasts in a big way!

Feedburner reports that "...podcast circulation is consistently growing nearly 20% per month. Today, there are more than 1.6 million aggregate subscribers to FeedBurner-managed podcasts, and this number has more than doubled in the past six months. Since we recently started tracking podcast downloads within feeds, we've also seen the ratio of downloads to subscribers average 2:1, suggesting a significant secondary market for podcast listenership beyond just the feed's subscribers. While iTunes is the clear favorite for podcast subscribers, a healthy 43% of the market listens to their favorite podcasts using other applications. That said, the two most significant jumps in podcast circulation in the past 18 months can both be tied to iTunes: In July, when iTunes 4.9 launched with podcasting support, and the end of last year, when millions of people unwrapped an iPod (Apple sold 14 million iPods in Q4 last year)."

According to FEED: The Digital Design - The latest on digital design trends and consumer behavior from Razorfish, online media continues to expand! FEED reports on their Digital Consumer Behavior Study...

The majority of today's consumers are actively personalizing their digital experiences and sampling niche content and video with increasing frequency. A quick look at ComScore or Nielsen tells one story: millions of people are logging on to Facebook, YouTube and MySpace and the numbers are growing. In July 2007, Avenue A | Razorfish surveyed 475 U.S. consumers across all demographics and geographies to understand their desires, frustrations and digital consumption habits. The answer found, is that the majority of consumers are increasingly personalizing their digital experiences and sampling a wide range of digital niche content.

From recommendation engines, to blogs, to customized start pages, today's connected consumer navigates a personal landscape that is much more niche than we ever expected. The survey found that personalization has hit the mainstream. The majority of consumers surveyed personalize their home/start pages. This far exceeds the smaller number of consumers that previously believed to be such active participants. Further, 56% use RSS (really simple syndication), a technology that enables users to subscribe to content feeds and read them via specialized readers or on their customized start pages. RSS enables consumers to keep up-to-date on news, sports or other information.

Media & Entertainment Habits Shift

The desire to personalize and sample niche content greatly impacts consumer digital behavior across all industries. The effect on traditional media and entertainment consumption habits is stunning. According to the survey, nearly 70% of consumers read blogs on a routine basis, and 41% have their own blog or post frequently to blogs. In fact, 46% of consumers who responded to the survey read four or more blogs on a regular basis. All of that blog activity is significantly cutting into the reach of traditional media outlets (newspapers, TV, magazines, etc.).

The trend toward niche content is similar for music and video consumption as well. 67% of consumers watch videos on YouTube or similar sites on a regular basis and 42% purchase music online. If anything, online video is not only becoming more pervasive but also affecting offline consumption in interesting ways. Most tellingly, 91% of consumers rely on the Web to get current news or information, vastly eclipsing more traditional outlets such as television. No wonder why broadcasters and newspaper publishers are struggling to adapt in today's digital realm.

Retailers Face New Challenges

Personalization has had a similar effect on digital and multi-channel retailers, as well. Consumers react positively to recommendation engines and personalized services with their pocketbooks: 62% have made a purchase based on personalized recommendations (e.g. Amazon.com) and 72% find such services helpful. The level at which today's consumers interact socially online cannot be overstated and is not confined to Facebook and Twitter. The desire to interact with others regularly is a fundamental shift that will affect all digital properties in the coming years.

Explore Your Spirit Website Advertising

Explore Your Spirit Website Advertising Example of Ad – Size #1
(180px wide, up to 180px high)



This level of advertising offers:

Ad on Explore Your Spirit Home Page (<http://www.ExploreYourSpirit.com>) and
Explore Your Spirit Shows Archive (<http://www.ExploreYourSpirit.com/radio>)

Accepted Materials: jpg, tiff or gif graphics, text sent via HTML email, word document or PDF.

*** Note: Animated / Rotating graphic ads incur an additional fee. Contact us for more details.**

Explore Your Spirit Blog Site Advertising

Explore Your Spirit Blog Site Advertisement:

Example of Ad – Size #2
(175 to 185px wide, up to 200px high)



This level of advertising offers:

Kala's Bohemian Blog receives over 260,000 readers monthly and is now syndicated thru AllTop and featured on Amazon's Kindle!

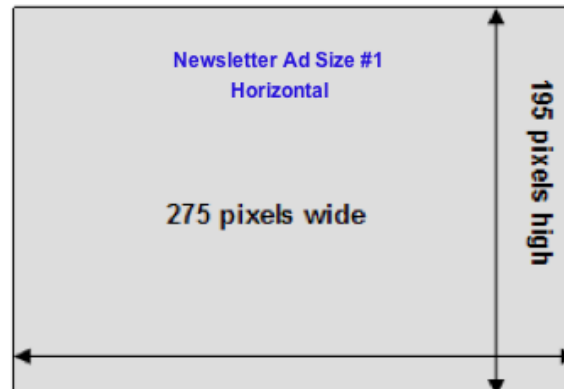
Ad on Explore Your Spirit with Kala's Bohemian Blog Home Page (<http://ExploreYourSpirit.com/blog>)

Accepted Materials: .jpg, tiff or gif graphics, text sent via HTML email, word document or PDF.

*** Note: Animated / Rotating graphic ads incur an additional fee. Contact us for more details.**

Explore Your Spirit Newsletter Advertising

EYS Newsletter Advertisement:



This level of advertising offers:

An ad placed at the bottom of the Newsletter (3x each month) referred to as Size #1.

Accepted Materials: .jpg, tiff or gif graphics, text/AD sent via HTML email, word document or PDF.

*** Note: no animated or rotating graphics are accepted for the newsletter ads.**

Explore Your Spirit TV: Commercials & Sponsorships

SPONSOR A SHOW

Would you like to sponsor an episode of Explore Your Spirit TV? Explore Your Spirit TV presents a new episode each month with Kala and world-renowned guests. The show is offered on ExploreYourSpirit.com/TV and through YouTube. This means your one-time purchase of a commercial can effectively be heard over the course of years in the show archives.

Advertising options include:

1. Billboarding

Sponsor a show! This show is brought to you by...

2. Commercial Advertisements for individual shows

Ads can be purchased in thirty (30) second or one (1) minute commercial break increments

[Contact us](#) via our online website contact form for more information and rates.

Explore Your Spirit Radio: Commercials & Sponsorships

SPONSOR A SHOW

Would you like to sponsor one of our talk shows? Unlike regular radio ads, Explore Your Spirit shows are archived and listed to over and over by new visitors each month. This means your one-time purchase of a commercial can effectively be heard over the course of years in the show archives.

Advertising options include:

1. Billboarding

Sponsor a show! This show is brought to you by...

2. Commercial Advertisements for individual shows

Ads can be purchased in thirty (30) second or one (1) minute commercial break increments.

[Contact us](#) via our online website contact form for more information and rates.

Advertising Deadlines

Monthly advertising equals an ad run from the 1st of the month till the last day in the month.

Quarterly advertising runs for three (3) months, from the 1st of the month till the last day in the 3rd month.

New Ads begin the first of the next month. Deadlines for artwork and text are ten days before prior to the first of the month in which the ad is due to run.

Note: Rates are subject to change without prior notice.

[Contact us](#) via our online website contact form for more information and rates.

2012 Advertising Rates

EYS NEWSLETTER ADVERTISEMENTS:

This level of advertising offers: an ad placed at the bottom of the EYS Newsletter.

Ad Size: (275 pixels wide X 195 pixels high)

Rates: Newsletter ads are \$25.00 per issue or \$50.00 for each Month (includes 3 issues per month)

SPONSOR A SHOW!

Place your commercial in one or more of our talk shows or TV episodes. Advertising options include:

1. Billboarding

Sponsor a show! This show is brought to you by...

2. Advertisements in the episode

Ads can be purchased in thirty (30) second or one (1) minute commercial break increments.

[Contact us](#) via our online website contact form for more information and rates.

WEBSITE & BLOG ADS

This level of advertising offers:

Website Ads: Ad on Explore Your Spirit Home Page AND on Explore Your Spirit Show Archive

Blog Ads: Ad on Explore Your Spirit Blog.

Ad Size #1 (Website): 180 pixels wide X up to 180 pixels high

Rates: \$100 per month or \$250 per quarter

Ad Size #2 (Blog): 175 to 195 pixels wide X up to 195 pixels high

Rates: \$100 per month or \$250 per quarter

LONG TERM ADVERTISING

We offer discounts to long-term advertisers (six months or longer). To receive a quote directly tailored to meet your needs, [CONTACT](#) us.

TERMS AND CONDITIONS

Explore Your Spirit retains the right to refuse any advertisement for any reason. In addition, Explore Your Spirit does not accept advertising for tobacco or alcohol related products. Rates subject to change without prior notice. **Disclaimer: The appearance of an ad on Explore Your Spirit does not constitute an endorsement of that product or service.**

All verbal communications regarding advertising must be confirmed in writing by both parties. Explore Your Spirit's liability for any error in advertising will not exceed the cost of the ad. Explore Your Spirit assumes no liability for errors created by the advertiser. The advertiser assumes responsibility and liability for all claims resulting from the advertisement and will protect Explore Your Spirit from same. Cancellations must be received by advertising deadlines or the advertiser will be responsible for payment. Payment is due at the time of order. It is recommended that you email a mock up or text of your ad for approval before the deadline.