

TEACHERS TALK RADIO

ADVERTISING PACKAGES

PLATFORMS



Live Podcasts



Podcasts Downloads



Sponsored Shows



Twitter @ttradio2022



Instagram / LinkedIn



Email Mailing List



www.ttradio.org

Thanks for taking an interest in promotions and advertising with Teachers Talk Radio.

We are the largest single audio platform for educators in Europe with live internet radio shows every day available to listen to live and to listen back to as podcasts

We lead the way for audio CPD, information and entertainment for teachers and educators

TTR shows are available live (via the podbean app/desktop player) and on catch up all good podcast platforms

We have 50+ volunteer hosts and contributors

Since launch in February 2021, we have achieved 60,000 unique live listeners and 850,000 podcast downloads (as of May 2023)

There are 15 shows every week on average, each with 250-400 downloads per show + 50-2000 live listeners per show, equating to an average of 6,000 downloads a week and 18,000 downloads per month + potentially 1000s of live listeners. This means your audio promotion (see package below) would be heard minimum 18,000 times a month.

Our website receives around 1000+ visits each month.

Our email subscribers currently stand at 1000+.

Our social media reach is as follows;

Twitter – 15,500 followers

Instagram – 1,800 followers

LinkedIn – 1,900 followers

You can find us at ttradio.org



We are really proud of the relationships we have with our sponsors, ensuring that they get the very best out of any partnership with us every day.

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"Working in partnership with Teachers Talk Radio has been phenomenal. As a national provider of SEN Education and Care to children and young people, it's been an invaluable opportunity to connect with educators across the world. This has ultimately enriched our organisation and has given us a platform to speak with some of the most talented professionals out there"

Greg Deak – Head of Marketing at Witherslack Group

"Advertising on Teachers Talk Radio was such a simple and easy process, Tom was great at communicating and getting back to me regarding the package I selected which really helped. I was able to grow my social media following as well as increase my podcast streams across the month. I will definitely be advertising on TTR again!"

Deanna Lyncook, History Hotline Podcast

TEACHERS TALK RADIO

ADVERTISING PACKAGES

PACKAGE CONTENTS:

AUDIO PROMO

30-35 second
professionally produced
advert playing once on
every 60 minute show
and twice on every 90
minute show

+ optional £250 for TTR
advert production
including script,
professional voice over
artist and edit

1 month: £400
3 months: £900
6 months: £1400
12 months: £2400

Audio Promotion Package:

30-35 second audio promotion to be played once (in a sixty-minute show) and twice (in a ninety-minute show) or read as a script.

Pricing:

1 month - £400, 3 months - £900, 6 months - £1400, 12 months - £2400

This is your chance to showcase your product and service to our audience of teachers. Your audio promotion will be played just before the TTR news within each show, offering pride of place within the show format. You have two options for the production of your audio advert.

Option 1 – you can produce your own audio promotion that you can send to us an MP3 file to be played during TTR shows.

Option 2 – We can professionally produce the audio promotion on your behalf, scripting, producing and editing the promotion with the help of a professional voice over artist. (additional one-off fee)



TEACHERS TALK RADIO

ADVERTISING PACKAGES

PACKAGE CONTENTS:

SPONSORED SHOW

1 sponsored show

Each sponsored show is accompanied by;

- social media promotion of that show,
- a blog on our website
- a newsletter sent to our subscribers.

You control the show content and guest!

£300

Sponsored Show Package:

Pricing: £300

A sponsored show is an opportunity for you/your organisation to truly 'takeover' a TTR show. There are several options for a sponsored show.

Option 1 – The show is hosted by a TTR host who interviews or is joined on a panel by you and/or members of your organisation.

Option 2 – You yourself host the show, we would administrate and offer all the technical support you need before and during the show. Both of these formats work really well!

Sponsored shows typically last 60-90 minutes. You control the show content – the theme, the questions, the content. Sponsored shows are usually 'live' and then produced as podcasts. This gives even more opportunity for the show to be listened to. You can choose the date/time of the sponsored show. We send you the raw audio file post show so you can publish it on your own website as if you 'own' it, editing it however you wish to.

The wrap around for the sponsored show is extensive. Here is a detailed breakdown of the features of a sponsored show vs a standard TTR show:



SPONSORED SHOWS

WITH
TEACHERS
TALK
RADIO



GENERAL SHOW PROMOTION (EXAMPLE) -

Impressions - 1,000. Engagements - 10.

SPONSORED SHOW PROMOTION (EXAMPLE) -

Impressions - 30,000. Engagements - 400.

	APPEARING AS A GUEST ON A SHOW	SPONSORED SHOW
HOST/SLOT CHOICE	—	✓
TOPIC CHOICE	—	✓
GUEST CHOICE	—	✓ *SUPPORT PROVIDED
PRE-SHOW PROMOTION	ON DAY 1 HOUR BEFORE GOING LIVE	WEEK BEFORE DAY BEFORE ON DAY 1 HOUR BEFORE 15 MIN BEFORE GOING LIVE
BRANDED GUEST CARD	—	✓ *SHOW BRAND ON ALL TWEETS
LIVE TWEETS	—	✓ *6 LIVE QUOTE TWEETS PER SHOW
QUOTE GRAPHICS	—	✓ *4 QUOTE GRAPHICS PER SHOW
AUDIO GRAPHICS CLIPS	—	✓ *2 AUDIO CLIPS PER SHOW
POST-SHOW PROMOTION	ON PUBLISHING 15 MINUTES AFTER	ON PUBLISHING 15 MINUTES AFTER 1 HOUR AFTER DAY AFTER WEEK AFTER
WEBSITE BLOG	—	✓
NEWSLETTER	—	✓

TEACHERS TALK RADIO

ADVERTISING PACKAGES

PACKAGE CONTENTS:

TWITTER SPACES SPONSOR

Have your
logo/twitter account
placed at the top of
the space in all
spaces you enter.

- 'pinned' tweets from
your own twitter
account to the top of
each space

1 month: £500
3 months: £1000
6 months: £1500
12 months: £2500

Twitter Spaces Sponsor Package:

Pricing:

1 month - £400, 3 months - £900, 6 months -
£1400, 12 months - £2400

We currently host 4-5 twitter space shows a week.

These usually take place Monday to Thursday 7.30pm-9pm and Saturday/Sunday 11am to 12.30pm.

Have your logo/twitter account placed at the top of the space by the administrator in all spaces you enter. This acts as a visible advert for your product/service throughout the space without having to actually speak.

It will draw listeners to click your profile, follow your account and explore your organisation.

During the space, we will 'pin' tweets from your own twitter account to the top of each space to give even more visibility to your product or service.

Expect between 150 and 1000 listeners to each twitter space!



TEACHERS TALK RADIO

ADVERTISING PACKAGES

PACKAGE CONTENTS:

SOCIAL MEDIA PROMOTION PACKAGE

EDUCATIONAL EVENTS PACKAGE



Social Media Promotional Package:

Pricing: 1 month - £250, 3 months - £550, 6 months - £950, 12 months - £1700

Our social media package utilises our vast network of teachers. We will provide the following:

- Twitter: 2 retweets per week, 1 organic post per week
- LinkedIn: 2 re-shares per week, 1 organic post per week
- Instagram: 1 organic post + 1 'story' feature a week, unlimited 'story' re-shares

Our social media reach is as follows; Twitter – 14,000 followers, Instagram – 1,800 followers, LinkedIn – 1,500 followers

Educational Event Package:

Are you organising an educational event? A conference, a Teachmeet or a networking event?

Teachers Talk Radio can provide full media support for your event. TTR can provide:

- Complete in-person social media support including 'live' tweeting/posting/reporting about your event
- Interviews throughout your event as live streams and/or podcasts
- Live audio content streaming
- Post event podcast production

If you are interested in this, get in touch with us directly at info@ttradio.org and we will get back to you soon as we can.

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PACKAGE CONTENTS:



Teachers Talk Radio GOLD Package:

Pricing: 1 months - £1,250 (save £100), 6 months - £6,000 (save £1,500), 12 months - £9,800 (save £5,200)

The TTR gold package contains; the Audio Promotion package, A Sponsored Show 1 per month of term, Twitter Spaces sponsorship and the Social Media promotional package.



TEACHERS TALK RADIO

TWITTER SPACES

What are Twitter Spaces?

Spaces is a way to have live audio conversations on Twitter. Anyone can join, listen, and speak in a Space on Twitter for iOS and Android. Currently you can listen in a Space on web. Spaces are public, so anyone can join as a listener, including people who don't follow you. Listeners can be directly invited into a Space by DMing them a link to the Space, Tweeting out a link, or sharing a link elsewhere. Spaces can be recorded so they can be listened to later.

Last 10 TTR Twitter Spaces shows:

School funding crisis: 118

What's important to be a headteacher: 108

Doug Lemov and TLAX: 3000

Teaching with a disability: 211

The Late Show, language learning: 98

Attention spans: 57

Staffroom101: 782

Dyslexia in the classroom: 254

Changing the narrative on violence and conflict: 223

Looking after your voice: 247

Total listeners: 5,098

Average per show: 509

