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IDoNotes

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Welcome to the new C-*Power* podcast series: Putting collaboration know-how in the hands of users.

This podcast series will be live from Lotusphere 2007 with in-depth commentaries regarding sessions; direct candid conversations with IBM and Lotus product team members; interviews with partners in the Lotus community; and bringing listeners straight to your pedestal and website as a solutions vendor. As a highlighted blogger by IBM/Lotus for the past 3 Lotuspheres and one of the only podcasts, this will be an excellent advertising opportunity.

As an advertising partner to the C-*Power* series, you will gain an opportunity to have people globally, and live at Lotusphere 2007, introduced to your company and products. I have created a simple model for advertising with a separate contract to sign when the order is placed:

Podcast	Pricing
Advertising slots during the podcast for the Opening General Session (only 3 available)	$250
Full advertising slots during any podcast during the week	$200
Partial advertising slots during any podcast during the week	$100
Pre-Lotusphere podcast advertising (full ads only)	$250

You are welcome to do your own sound file (wav or mp3) or send a script to be read. I will be limiting the ads to 20 seconds each for a full ad or a single tag line for a partial ad.   The first ad will be placed within the first 120 seconds of the podcast. The second ad will be placed in the middle section as defined by the length of the podcast. The final ad will be placed within the last 120 seconds of the podcast. There will also be a pre-Lotusphere introductory podcast promoting the event and advertisers.

Through the podcast you could provide coupon code offerings and Lotusphere pedestal information. For example, "20% discount on this purchase" or "10 licenses free when you buy this" types of offers to listeners. This can be placed in a partial or full ad at your discretion.

Sincerely,

Chris Miller

IdoNotes blog and podcasting through iTunes