Podcast Sponsorship Information

A Geek Leader Podcast is a weekly talk show where John Rouda, the Chief IT Geek, interviews NY Times Best Selling Authors, CIOs, CTOs, Entrepreneurs, Leadership Coaches, Military Leaders and more about Technology and Leadership. The audience is made up of Software Developers, IT Engineers, Technology Managers and Directors, CTOs and CIOs around the world.

When the show first started, John struggled to get guests to come on and allow John to interview them. Now there is a backlog of guests for several months and we routinely get 7-10 requests per week from guests wanting to come on the show to talk about their latest work.

John vets each guest to make sure they are a good fit for the audience, as his goal is to put out content that will provide value for the listeners. John will do the same for the sponsors as well. The goal is to ensure their products/services are great and that they provide value for A Geek Leader listeners.

The show is consistently growing and has an average of 4.9 out of 5 stars on all platforms it is distributed on. We are averaging over 50,000 unique downloads per month had downloads in all 50 states and in 89 countries.
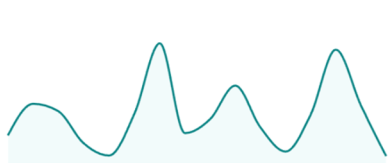

A Geek Leader Podcast - inspiring technical and creative leaders around the world

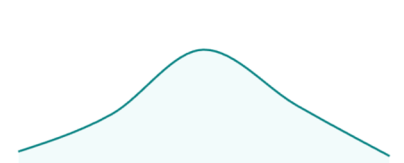Last processed 11/16/23 08:36am   IAB Unique

| All Time Downloads	This Month	This Week
1,401,698	49,292	15,408

What the Ads Consist of

A 60 SECOND PRE-ROLL After the introduction, but before the interview or podcast episode starts, John will spend at least 60 seconds talking about your company/product/service.

A 10 SECOND POST-ROLL At the very end of the episode, John will thank the sponsors again and leave the audience with a call to action to try the product/service or remind the audience of the special offer.

SOCIAL MEDIA POSTS John will post a short comment about the sponsor with a link for their product/service on LinkedIn, Facebook and X during the week of the sponsored episode.

A GEEK LEADER WEBSITE All sponsors' special offers will be listed on the "Sponsors and Affiliates Page" of A Geek Leader Website with links back to the sponsor and a note about their product from John.
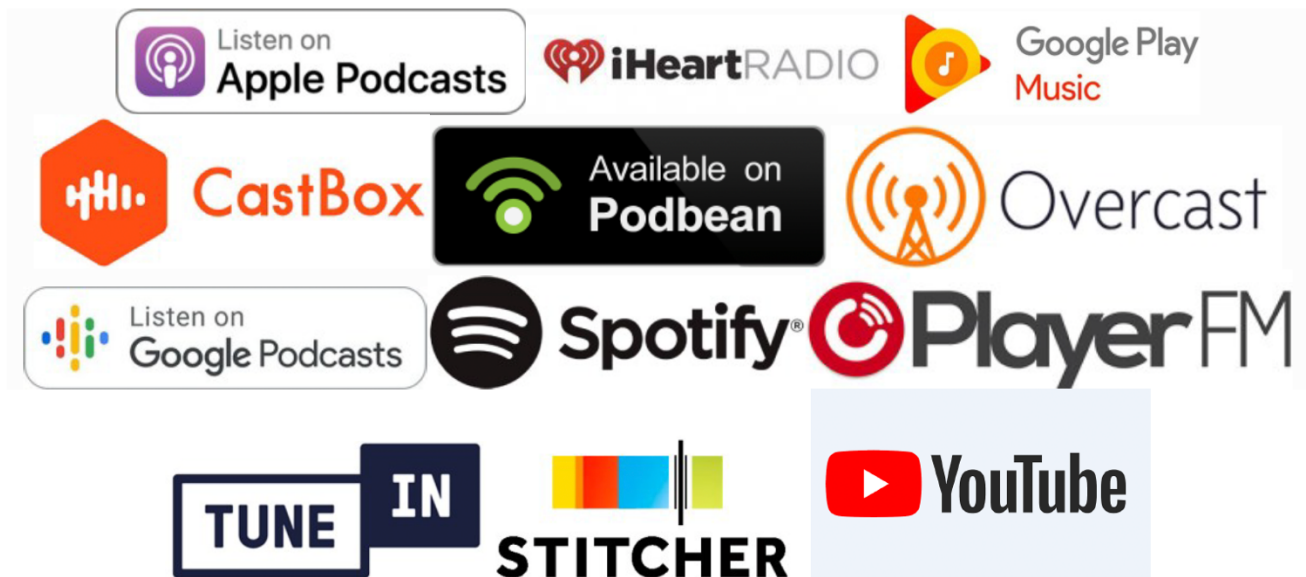
Why Advertise on A Geek Leader

WE ARE TALKING DIRECTLY TO YOUR CUSTOMERS Podcasts allow sponsors to target their market directly, with a specific message and call to action. Our listeners are your target market. They are in the technology field and hold leadership positions.

PODCASTS BEAT PRINT AND TV Podcast listeners are focused. They typically listen to shows with ear buds, headphones, or on their commute. This means there are limited distractions, giving your advertisement a much greater chance of being absorbed than with traditional media.

EXCELLENT REPRESENTATION John Rouda has an extensive background in technology leadership and public speaking. While the show is unscripted and casual, John takes the show very seriously.

GET MORE FOR YOUR DOLLAR Podcast advertising, although growing significantly, has less competition, making your dollars more effective. You Ad will live on the show, in our show notes and on our sponsorship page. John will also post about your company/product/service on LinkedIn and our Facebook Page.

OUR FANS GET IT Each show is 30-60 minutes long. Advertising is limited in order to preserve the authenticity and quality of our content. Podcast are a very personal medium, meaning that listeners of A Geek Leader feel like that know John because of the experiences he shares on the show. This instills trust with the audience.

YOUR AD LIVES FOREVER Your ad remains a permanent part of our show archives, available to listeners at any time. Research shows that when a listener discovers a podcast they enjoy, they go back and listen to older episodes of that show. This means your ad gets played long after an episode goes live. There will also be links to your website on our Sponsorship Page as long as you remain a sponsor of the show.