

# Angry Mac Bastards

## Advertising Information

This document (hopefully) contains all the information you'll ever want or need about advertising on [Angry Mac Bastards](#).

One thing that we want to be up front with: *this show is not for everyone*. Angry Mac Bastards, aka AMB, is blatantly and proudly not safe for work, small children, the easily shocked, the very religious, the trivially offended, or anyone else for whom profanity and disturbing imagery is not cool. We understand [this](#). If our show isn't a good fit for you or your company, we will not be hurt nor think poorly of you. If you haven't heard the show, please, do download an episode or three and listen now. We find that a sponsor who knows what they're sponsoring ahead of time is a happier sponsor. We're angry, but happy.

If you haven't guessed from listening to the show, our *raison d'être* is to mock the idiocy that passes for 'journalism' on the internet in the Mac and iOS spheres. We stray outside of that occasionally, but for the most part, we're a Mac & iOS-focused show. We know what we're good at, we stick with it. We don't do "balanced", there are other excellent podcasts and websites that present a fair and even-handed look at things. We give voice to everyone who's ever read an article about Macs/iOS Devices and wondered just how stupid do you have to be before you can't work a keyboard anymore.

At some point, we'll piss off your customers, or maybe even you. We're fine with that, it's what we do. But we don't want you to be surprised by angry emails and phone calls about the gibbering apes you're sponsoring. So if you're fine with the show, and think we'd be a good match, awesome, let's do some business!

### Podcast stats (via Amazon S3)

- Avg. Podcast size: 73MB
- Avg. data downloaded/mo: 775GB
- Avg. num. of podcasts downloaded/mo: 10,616

### General Listener Profile

- Over 85% of listeners download every week
- Most listeners are Sysadmins/programmers
- Industries represented:
  - "General" IT
  - Medical
  - Higher Ed
  - Advertising
  - Media
- Major reason for listening? Comic Value/Schadenfreude

Our audience is, unsurprisingly, highly opinionated, adept at social media, and *highly* technical. They don't spend money stupidly, but if they like a product, they will spread that approval far and wide across multiple channels, particularly Twitter, Facebook, and to a smaller extent, Google+

Because most of our traffic is via podcast, things like click-tracking and traditional web advertising tracking doesn't work very well. In a sense, a podcast is more like radio and television. We can provide an audience, but you'll have to do some work to see how effective your advertising is. We do have some tips on the next page that can help you get the most out of your AMB advertising dollar.

## AMB Advertising Tips

- **Have Patience.** Unlike websites, where visitors show up on a daily basis, this is a weekly podcast, about an hour in length. We announce sponsors at the end and the beginning, and ads rotate through the podcast file once every 15 minutes. People won't "see" your ads on a podcast as on a web site. We have ads on the website, but our primary contact with our listeners is the show. As it's a weekly show, seeing results will take a bit longer.
- **Give us good copy and images.** The best time to get listener attention is at the beginning and end of the show, when we announce you. The ads in the podcast file are nice, but few people watch an audio file play. They're a "just in case" measure. The better the copy you give us, the better you look on the show. Keep in mind, AMB is a show where the "rules" are loosened. If you have copywriters with a tendency towards the irreverent or inappropriate, this is the place to let them play. Our audience is not uptight, and respond well to sponsors who play. "Angry" as a theme works well. We have few boundaries, so feel free to push yours.
- **The audience is really smart.** Our average listener is a sysadmin or a programmer/developer. They are good at knowing when they're being talked down to, and *really* good with social media. If you're not sure an ad or copy will work, ask, we know our listeners pretty well.
- **Reach out to the audience.** If you have an upcoming event, tell us and we'll let the listeners know. If you want to run special promotions for AMB listeners, we're happy to do that. The more you connect with our audience, the better, for all. Facebook, Twitter, promo codes, we're flexible.

- **Special events.** If you're having a major event, and want some help with it, let us know. We've done on-site events before and they were a lot of fun. (Don't worry, we can easily work PG if you wish. We *like* to cuss a lot, we don't *have* to cuss a lot.)
- **Track your customers.** When asking people how they heard of your company/product, make sure that "Angry Mac Bastards" or "AMB" are an option. It's hard for someone to tell you they heard about you from us if you don't give them the chance.

## Rates

Our normal rates are \$200/month. This gets you the standard mention at the beginning and end of each show, along with a banner on the website, (static images only please. Our listeners support advertising, but let's not abuse them. Well, okay, if it's awesomely cool or funny, we'll think about it) and a graphic that's embedded in the podcast. Placement on the website is normally by chronological order of sponsorship, (our longest-time sponsors get top billing), but if you really want to be on top, we can negotiate that. If you buy a full year, you get two months for free. Special events et al may have to be negotiated separately depending on the event and details.

Our preferred payment method is PayPal, but paper checks work okay. If you have a custom method, let us know. W-9s and other tax paperwork are available as you need.

## Contact

The best ways to contact us for sponsorship or anything else are email, [angrymacbastards@gmail.com](mailto:angrymacbastards@gmail.com), the show twitter handle, [@angrymacbastard](https://twitter.com/angrymacbastard), or our individual twitter handles, [@bynkii](https://twitter.com/bynkii), [@flargh](https://twitter.com/flargh), [@angry\\_drunk](https://twitter.com/angry_drunk), or [@verso](https://twitter.com/verso).