SilviCast
Sponsorship Opportunities
About SilviCast

• A monthly podcast devoted to silviculture: the science, practice, and art of forestry
• Target audience: Foresters and land managers
• Explores current topics in forest management and highlights innovative practices and research
• Goal is to help foresters translate current research into reality
About SilviCast

- Launched in 2020, 30+ episodes & entering 5th season
- Available via:
  - Apple Podcasts
  - Spotify
  - Google Podcasts
  - Overcast
  - Stitcher
  - Castro
  - Castbox
  - Pocket Casts
  - Podfriend
  - Goodpods
  - RSS Feed
About SilviCast

Continuing Education (CEUs) and Certified Forester (CFE) credits available for listening
SilviCast Hosts

- Greg Edge and Brad Hutnik, forest ecologists and silviculturists at the Wisconsin Department of Natural Resources
- Produced by the Wisconsin Forestry Center, part of the College of Natural Resources at UW-Stevens Point
SilviCast

Audience

- 32,000+ downloads since launch
- Upward trend, especially in 2023
SilviCast

Audience

- Listeners around the globe
- Top locations:
  - Wisconsin
  - Illinois
  - Minnesota
  - Ontario
  - New York
  - Washington
## Most Popular SilviCast Episodes

<table>
<thead>
<tr>
<th>S/E</th>
<th>TITLE</th>
<th>DATE</th>
<th>Downloads</th>
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<tbody>
<tr>
<td>S3 E10</td>
<td>S.3 Ep.10: Ecological Silviculture - A Natural Model</td>
<td>Jan 04, 2023</td>
<td>9 months old</td>
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<td>S4 E1</td>
<td>S.4 Ep.1: The King's Pine</td>
<td>Feb 06, 2023</td>
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<td>S1 E1</td>
<td>S.1 Ep.1: One Plot to Rule Them All</td>
<td>Jun 12, 2020</td>
<td>over 3 years old</td>
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<td>S3 E5</td>
<td>S.3 Ep.5: Carbon, WHAT?!!</td>
<td>Jun 24, 2022</td>
<td>over 1 year old</td>
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<td>S.4 Ep.5: The Seedling and the Flame</td>
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<td>S.3 Ep.8: Scratching the Surface</td>
<td>Nov 14, 2022</td>
<td>11 months old</td>
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<td>S4 E2</td>
<td>S.4 Ep.2: Climate Castaways</td>
<td>Mar 02, 2023</td>
<td>7 months old</td>
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<td>S3 E7</td>
<td>S.3 Ep.7: The Chess Match</td>
<td>Sep 02, 2022</td>
<td>about 1 year old</td>
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<tr>
<td>S3 E6</td>
<td>S.3 Ep.6: The Carbon Cycle Won't Leave Me Alone</td>
<td>Jul 29, 2022</td>
<td>about 1 year old</td>
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<td>S3 E3</td>
<td>S.3 Ep.3: Reading the Bark</td>
<td>Apr 11, 2022</td>
<td>over 1 year old</td>
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Why Sponsor SilviCast?

- **Direct access** to thousands of SilviCast listeners
- **Targeted marketing** to foresters and silviculturists across the U.S.
- **Customizable marketing options** for audio and visual
- **On-demand listening** for a more engaged audience

**Reach more foresters with SilviCast**

Advertising on SilviCast puts you in the truck cab, office, or smartphone of thousands of foresters, researchers, and students who tune in to listen.

- Targeted audience
- On-demand listening
- Audio and visual marketing
“You are doing a great job with the podcast. I listened to this month’s episode on a 22-mile bike ride on the Green Bay Escarpment...Keep up the good work.”

- Listener from Michigan

“Really enjoy listening to the podcast. I think you two are doing an excellent job! It would be even better if you could produce more content.”

- Listener from Michigan

“Just wanted to drop you a note saying how much I am enjoying the podcast. It is one of the most useful professional development and learning tools I have encountered in my career. After getting foundations from school, papers, and texts, I find that you need the informal, free-flowing conversations with experts to really make gains in your knowledge and professional practice. This is exactly what you provide. Keep up the good work!”

- Listener from Ontario, Canada

“I am a new listener, and I am delighted to find this podcast...I just heard your ecological silviculture episode, and it really made me think about applying those concepts to the hardwood forests down here. I just wanted to let you guys know that I appreciated the episode!”

- Listener from Tennessee

“Love your SilviCast series! You guys are informative and fun to listen to! Keep ‘em coming!”

- Listener from Wisconsin

“My job is insanely busy, so these podcasts have been great! I can learn while traveling to meetings!”

- Listener from Minnesota
SilviCast Sponsorship Benefits

- On-air recognition
- Logo and link on episode webpage
- Custom advertisement on SilviCast webpage & CEU portal
- Shout-out in monthly WFC e-newsletter sent to 1,500+ subscribers
- Shout-out on WFC social media
# SilviCast Sponsorship Levels

## Full sponsorship details

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<tr>
<th>Benefit</th>
<th>Season Sponsorship</th>
<th>Single Episode Sponsor</th>
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<tr>
<td><strong>Number of Sponsorships Available</strong></td>
<td>Diamond: 1</td>
<td>Gold: unlimited</td>
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<tr>
<td><strong>Number of Episodes</strong></td>
<td>Platinum: 3</td>
<td>Silver: 1 per episode</td>
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<td><strong>Logo Linked to Webpage on SilviCast and CEU Website</strong></td>
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<td><strong>Social Media Shout-Outs</strong></td>
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<td>Small</td>
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<td><strong>Customized Audio Advertisement within Episode</strong></td>
<td>Monthly</td>
<td>Quarterly</td>
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<td><strong>Episode Shout-Out</strong></td>
<td>1 per episode</td>
<td>Twice</td>
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<td><strong>Sponsor Shout-out in WFC monthly newsletter (&gt;1,500 subscribers)</strong></td>
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<td><strong>Right of First Refusal for Season 6</strong></td>
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Thank you!

For more and past episodes, visit the SilviCast homepage.