



# HUMOVEMAKERS PODCAST

## Media Kit

as of 4/2020

# About the Show

The HU MOVEMAKERS Podcast is a vehicle that will highlight the successes, failures, future plans, and Howard Experience of each guest that have contributed greatly to the legacy of Howard University...but most importantly serve as a blueprint for current students, alumni and others looking to achieve life long success.





# About the Hbst

**Joshua Mercer, HU 2003 (BBA; Marketing)**

- School of Business Emerging Leader Award, 2010
- Swish Dreams ([www.SwishDreams.org](http://www.SwishDreams.org)), Founder (2009)
- The Movemakers ([www.movemakerevents](http://www.movemakerevents)), Founder (2010)
- Josh Mercer Agency ([www.JoshuaMercerInsurance.com](http://www.JoshuaMercerInsurance.com)), Founder (2012)
- Howard University Alumni Association of Chicago Alumni Award (2016)
- Homecoming at Howard ([www.HomecomingAtHoward.com](http://www.HomecomingAtHoward.com)), Founder (2018)
  - @howardalumni, Founder
- Alpha Phi Alpha, 100 Black Men, Chicago Druids, Member
- HUMovemakers Podcast ([www.humovemakers.com](http://www.humovemakers.com)), Founder (2020)

# Audience Demographic

- Sex: 63% Women | 37% Men
- Education: 99% Some College | 75% College Grad | 30% Post Grad
- Income: 50% < \$60k | 25% < \$80k | 10% < \$100k
- Age: 30% 25 – 34 | 25% 35 – 44 | 20% 45–54 | 15% 18–24 | 10% Other
- Location: 30% DC | 15% NYC | 10% Atl | 10% Atl | 10% Chicago | 25% Other



# Our Reach

- Social Media
  - Instagram 31k
  - Facebook 2k
  - Twitter: 1.4k
- Email Blasts
  - 32k
- Text Blasts
  - 32k



# Levels

- Georgia Ave: \$500
  - Social Media logo post w/each show (Instagram, Twitter, Facebook)
  - Logo on flyer
  - Logo on site
  - Mention in interview
  - 3 shows

- 1867: \$2,500
  - Georgia Ave
  - Category Exclusivity for show
  - One commercial on Social Media (must be approved)
  - Logo/Flyer included in email/text blasts
  - Hyperlink on eblasts
  - 6 shows

- Commencement: \$5,000
  - 1867
  - Category Exclusivity for year
  - Ad on site Homepage for entire year
  - Company name included in podcast title
  - Three commercials on Social Media
  - Hyperlink on website
  - 10 shows



# Contact

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- Social: @howardalumni | @themovemakers