



***Down to Earth*** is a podcast about hope. As climate change collides with our industrial food system, we focus not on doom but instead on people who are developing practical, innovative solutions. We talk with farmers, ranchers, scientists, land managers, writers, and many others on a mission to create a world in which the food we eat is healthy—for us, for the land and water from which it springs, for the lives and livelihoods of the producers, and for the planet. [The Quivira Coalition](#) has co-produced this podcast with [Mary Charlotte Domandi](#) and [Radio Cafe](#).

The Down to Earth Podcast is a semi-monthly production that reaches about 1500-2500 listeners an episode, and is quickly growing. To date we have over 150,000 unique downloads of episodes. We have an audience that is similar to those that we interview - ranchers, farmers, scientists, people who manage land in many sizes and forms, rural and urban communities. We host an annual conference that has been drawing a large audience for more than 20 years. Our podcast features the conference speakers in the lead up to the conference and is a great time to reach a targeted group of people. Sponsorship opportunities continue for the conference itself as well as in-person exhibition tables. A six-episode sponsorship package coupled with an exhibition table at the conference is a great way to get the word out about your work.

### ***Down to Earth Publishes On***

[ITUNES](#) • [STICHER](#) • [I HEART RADIO](#) • [GOOGLE PLAY](#) • [SPOTIFY](#) • [RADIOPUBLIC](#) • [RSS](#)

### ***Highlighted Episodes***

- [\*\*\*Reclaiming the Commons: A conversation with Dr. Vandana Shiva\*\*\*](#)  
Dr. Vandana Shiva is an environmental leader, scientist, and activist. Author of over 20 books, she's founder and leader of [Navdanya](#), a non-governmental organization and movement that promotes biodiversity, organic farming, the rights of farmers, and seed saving.
- [\*\*\*Hopi Farming - A 2000 year experiment with Dr. Michael Kotutwa Johnson\*\*\*](#)  
Hopi farmers were practicing regenerative agriculture before it was named. Working with the soil, the weather, the water cycle, seeds, and cultural practices, they fed themselves in the dry land of northern Arizona for millennia. Now the industrial food system has challenged their way of living and farming. We talk to traditional Hopi farmer **Dr. Michael Kotutwa Johnson**; he's a research associate with the Native American Agriculture Fund and has a doctorate in natural resources management.

## Single Episode Sponsorship Packages

Each episode of our podcast reaches approximately 800-1200 listeners, and our audience is quickly growing. Sponsor an episode and have your business, project or organization promoted with a 100-word ad. You write it and our host will read it on the air.

***Pre-Roll (Before the show) Sponsor                      \$100***

***Mid-Roll (Mid-episode break) Sponsor                      \$75***

***Post-Roll (At the end of the show) Sponsor                      \$50***

## Multi-Episode Sponsorship Packages

***Three Episodes                      \$275 pre-roll                      \$200 mid-roll                      \$125 post-roll***

***Six Episodes                      \$540 pre-roll                      \$380 mid-roll                      \$260 post-roll***

***Year - 24 Episodes                      \$1920 pre-roll                      \$1440 mid-roll                      \$960 post-roll***

## Back Catalog Sponsorships **\$100**

If there is a particular past episode that relates to your brand, we will permanently record and promote your brand with a live read 150 word pre-roll audio ad on any back catalog episode. Simply tell us which episode you would like to be placed on and we will stitch in the ad. Please note that your ad will be stitched in this episode spot forever.

## Multi-Platform Packages With Social Media

We reach an audience of 10,000 people on our Facebook, Twitter, and Instagram pages. When the episode you are sponsoring goes live we will also promote your brand on these platforms.

***Shared on FB, T, I                      \$25 an episode***

## Packages for Promotion on Both Our Podcasts

Put your ad on Down to Earth and on Regeneration Rising. It features conversations between young agrarians and their mentors about the challenges and joys of life in agriculture. Young farmers talk to experienced mentors about everything from fixing tires to marriage to soil carbon.

**Contact Lynne Whitbeck, Communications Coordinator, with any questions  
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