



# About

The Coughy House Podcast is an upcoming weekly podcast created by people in the medical marijuana industry for those who have an interest in the medical marijuana industry, including politicians, patients, consumers, and practitioners. Each week we will cover the latest news and happenings in the industry by interviewing a range of interesting people from different sectors of the industry. Our goal is to provide an informative discussion platform while having fun with our guests, educating our listeners, and exploring important topics relating to this South Dakota Medical Cannabis Industry.

We're not here to be political, rather we aim to help fill the information void in the industry by providing a 3rd party information source that can be trusted to bring you the latest updates on what is going on within the industry. Our podcast aims to give you a holistic view of whats happening in the industry at any one time, so listeners can quickly digest the information and make informed decisions.

In a market that is untapped, we have an opportunity to take the lead and set the standards by providing a safe and informative platform for discussion. Each episode will focus on an industry professional, who will share their personal insights and experiences related to cannabis in South Dakota.

# Demographics



**895,376**

South Dakota Population

**69.92%**

(291,754) South Dakotan's Voted  
to Legalize Medical Marijuana

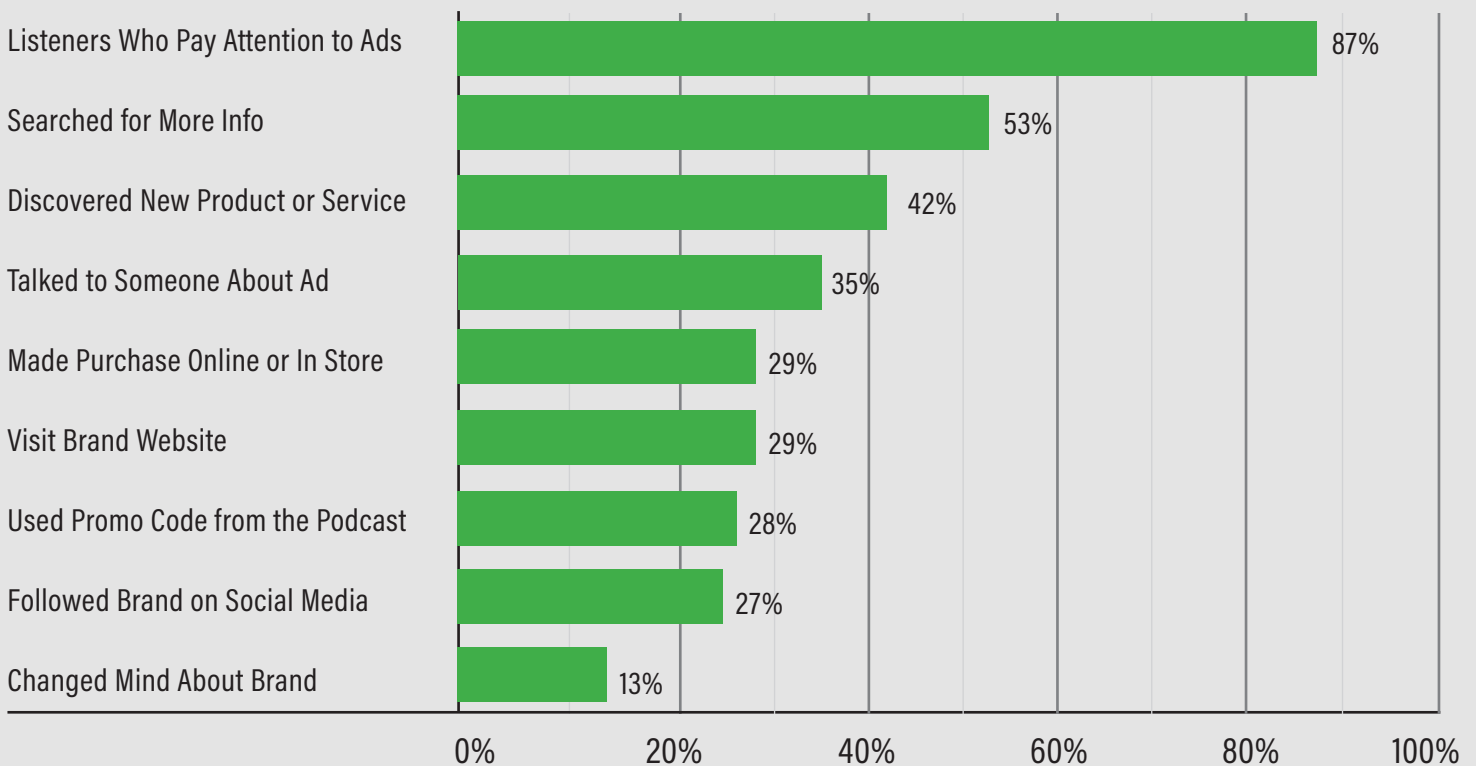
**6,474**

South Dakota Medical Marijuana  
Cards Issued

**0**

Competition

# Listener Actions





# Advertising

## Baked-In Advertising

The ad is a permanent part of the episode's audio and video file. These prices will **ONLY** be available in episodes 1 - 4 to show our appreciation to those of you who choose to support us getting started. There will be 60 Seconds of Pre-Roll Ads, 60 Seconds of Mid-Roll Ads, and 60 Seconds of Post-Roll Ads available per episode.

<b>EPISODES 1 - 4</b>	15 Seconds	30 Seconds	60 Seconds
<b>Pre-Roll</b> Ad appears in the first 10% of the episode (0 - 60 Seconds)	<b>\$600</b>	<b>\$850</b>	<b>\$1,500</b>
<b>Mid-Roll</b> Middle of the episode	<b>\$400</b>	<b>\$600</b>	<b>\$1,200</b>
<b>Post-Roll</b> End of the episode	<b>\$300</b>	<b>\$500</b>	<b>\$1,000</b>

## Sponsored Content/"Shorts"

The company/brand will pay the podcast in exchange for creating content/commercials about a relevant topic. The host of the podcast will mention which brand has sponsored that specific episode.

<b>SHORTS</b>	60 Seconds	90 Seconds	120 Seconds
<b>Price By Length</b> Available to all brands.	<b>\$600</b>	<b>\$900</b>	<b>\$1,200</b>
<b>Flat Rate</b> Available only to brands sponsoring 4 or more "shorts."	<b>\$600/per Sponsorship</b>		

## Product Placement/Product Reviews

Brand pays podcast and provides product to review and mention the brand during the episode. Podcast host reads sponsored product script that the brand has written (including the call to action).

<b>Tier 1</b>	<b>Tier 2</b>	<b>Tier 3</b>	<b>Tier 4</b>
1 - 4 Products	5 - 10 Products	11 - 15 Products	16 + Products
<b>\$600</b>	<b>\$500</b>	<b>\$400</b>	<b>\$300</b>

The tier you fall into is determined by the number of products provided. This number accumulates then renews after 1-yr.

Ex. Brand provides	Brand would pay
4 in January	\$2,400
4 in March	\$2,000
6 in June	\$2,400
4 in August	\$1,200

## Dynamic Advertising

The ad is separate from the original episode's audio and video file. This means that the ad's placement can change from pre-roll to mid-roll to post-roll. Or, it can be dropped at a later stage. CPM = cost per 1,000 listeners

	15 Seconds	30 Seconds	60 Seconds
<b>CPM</b> cost per 1,000 listeners	<b>\$30 CPM</b>	<b>\$45 CPM</b>	<b>\$60 CPM</b>

Company/brand must agree to a minimum term of 8 weeks.