

JUST THINKING MINISTRIES

PARTNERSHIP PACKET



October 2020

Brand History



Just Thinking...For Myself (<https://justthinking.me>) was established in 2013 by Darrell Harrison as a blog that was focused on applying biblical truth to social, cultural, political, and theological issues in our world. The blog has garnered over 20,000 followers since it's inception.

<https://justthinking.me>

Brand History

In December of 2017, Darrell Harrison teamed up with Virgil Walker and the **Just Thinking Podcast** was launched. The podcast serves as an extension of the blog where both Darrell and Virgil dive deep into biblical exposition to effectively address social concerns.



Ideal Partners

Our focus is on partnerships over sponsorships and ideal business partners that the Just Thinking brand will partner with will consist of those with a biblical worldview as a part of their primary mission and/or purpose. This will ensure that the vision of both Just Thinking and its prospective business partners will be mutually beneficial without much conflict regarding theological beliefs.

Why partner with us?

- **Niche Focus**
 - Our focus is clear: “*applying biblical truth to social, cultural, political, and theological issues in our world*”. The issues of the world point to the Truth and our audience grows as more and more are looking for a deep theological study utilizing the sufficiency of Scripture as well as both secular and theologian writings.
- **Massive Growth**
 - With the launch of the podcast in late 2017, Just Thinking has experienced a tremendous amount of growth and we are expecting even more based on the growth of social issues and concerns within the world.

Why
partner
with us?

Content that challenges cultural norms!



*Over 165,000
downloads
and growing!*

justthinking.me/098

<https://justthinking.me>

Why
partner
with us?

#1 Christian podcast in America (June 2020 & September 2020)

The screenshot shows the Chartable website interface. At the top, the 'Chartable' logo is displayed in a cursive font. Below it is a search bar labeled 'Search Podcasts...'. Navigation links for 'Publishers', 'Advertisers', and 'Charts' are visible. The main heading is 'Podcast Charts', followed by the specific chart: 'Apple Podcasts — United States of America — Christianity'. The top three entries are:

Rank	Podcast Name	Host
1	Just Thinking Podcast	Darrell Harrison
2	WHOA That's Good Podcast	Sadie Robertson
3	Joel Osteen Podcast	Joel Osteen

*Over 1 million
total downloads
in 104 episodes
and growing!*

<https://justthinking.me>

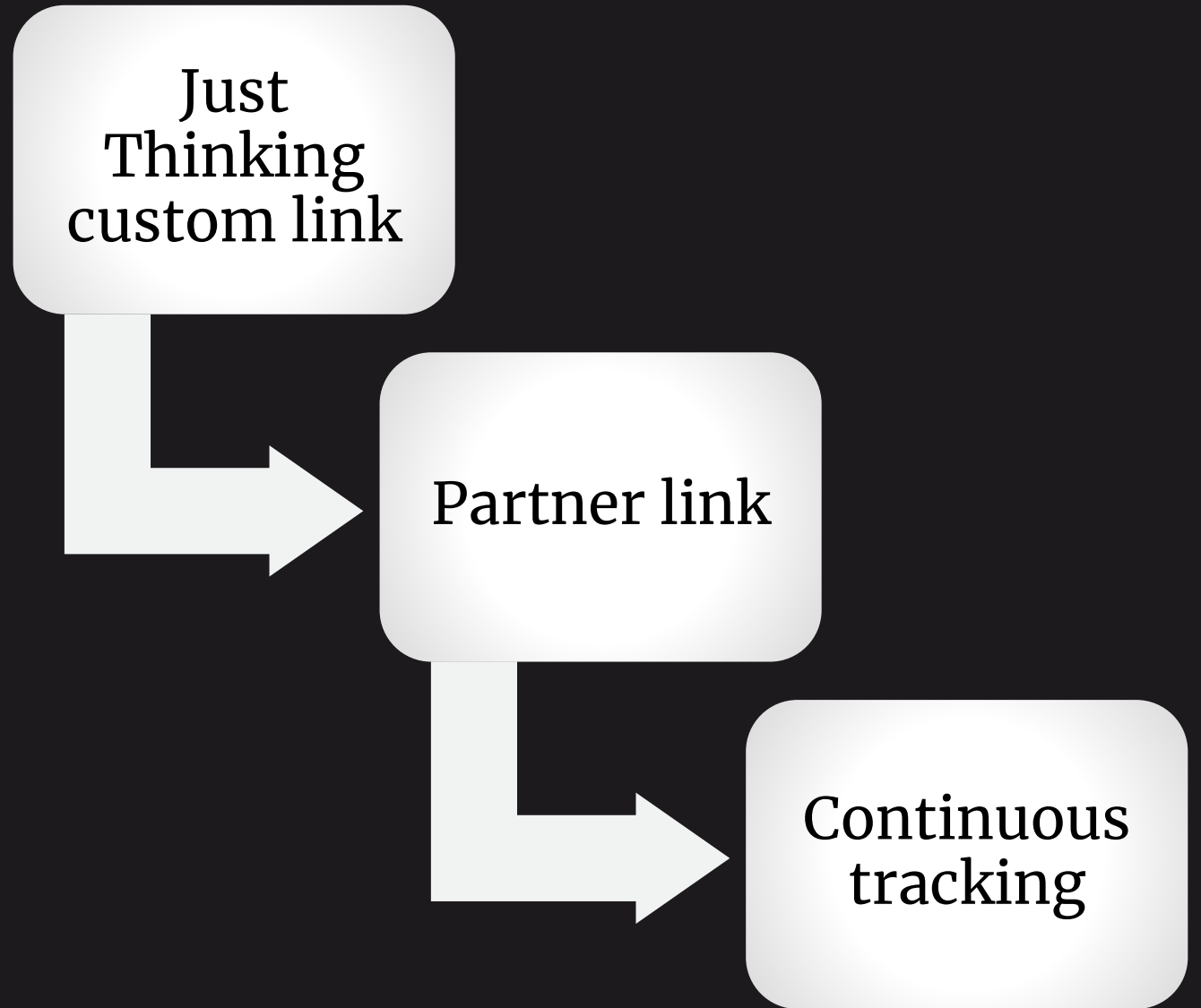
Analytics, Projections & Tracking

Our focus extends well beyond just our podcast; we want to ensure that your brand gets the highest level of exposure across our various digital marketing channels.

<i>As of October 2020</i>	June 2020	September 2020
Podcast Downloads	≈ 6,224/episode <i>(approx. 610,000 total downloads/98 episodes)</i>	≈ 11,650/episode <i>(approx. 1,200,000 total downloads/103 episodes)</i>
Website Sessions	≈ 2,900/month	≈ 23,722/month
Social Media Followers (Twitter)	≈ 4,800	≈ 10,200
Social Media Followers (Instagram)	≈ 1,200	≈ 11,650
Social Media Followers (Facebook Page)	≈ 680	≈ 4,000

Analytics, Projections & Tracking

To properly track the analytics through promoting your brand, we will implement a custom masking link (justthinking.me/partner) that will point to the link that you provide to us.



Our digital marketing channels

We will utilize our digital marketing platforms as advertising channels to effectively showcase our partners' brand.

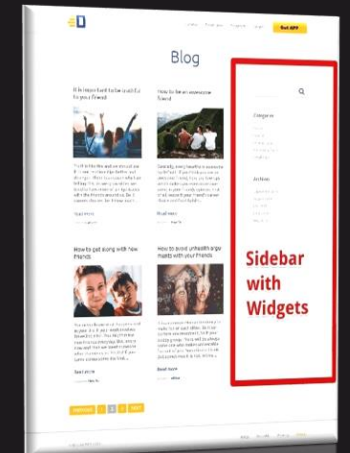
<https://justthinking.me>

- **Podcast**

- “By 2022, it’s estimated that podcast listening will grow to 132 million people in the United States” ([source](#))
- We are utilizing the [CPM](#) industry standard when it comes to podcasting advertising
- Preroll and Midroll segments
 - Preroll – mentioned during the beginning of the episode
 - Midroll – mentioned during the middle of the episode

- **Website**

- Based on the consistent blog post creation schedule, we will expect a great deal of ongoing web traffic
- We will make the sidebar area accessible through all areas of both the blog and eCommerce sections of the website.



Our digital marketing channels

We will utilize our digital marketing platforms as advertising channels to effectively showcase our partners' brand.

- **Social Media**

- With an active post schedule and following across Twitter, Facebook and Instagram, your brand will achieve visibility through full posts that are completely dedicated to your brand or partial posts where your brand is mentioned in conjunction with the content that we produce.

Partner Pricing

Podcast

Preroll (30 sec)

\$320 per episode

Midroll (15 sec)

\$260 per episode

Website

Sidebar *(blog and shop)*

\$225/month

Blog Post *(top, mid or bottom)*

\$275/month

Partner Pricing

Social Media¹

Partner-provided	Member of the Just Thinking team	Virgil
Image - \$30/post	Image - \$40/post	-
Video (15 second) - \$40/post	Video (15 second) - \$50/post	Video (15 second) - \$100/post
Video (30 second) - \$55/post	Video (30 second) - \$65/post	Video (30 second) - \$135/post
Video (60 seconds) - \$70/post	Video (60 seconds) - \$80/post	Video (60 seconds) - \$160/post

¹ each post will go on all our social media platforms

Package Deals

“Podcast Only”

Preroll (3-episodes) - \$865

Preroll (6-episodes) - \$1,630

Midroll (3-episodes) - \$700

Midroll (6 episodes) - \$1,325

“Pod/Web”

Level 1 (3-3*): \$2,100

Preroll + web sidebar & blog post

Level 2 (6-6): \$4,000**

Preroll + web sidebar & blog post

Level 3 (3-3*): \$1,800

Midroll + web sidebar & blog post

Level 4 (6-6): \$3,700**

Midroll + web sidebar & blog post

Podcast episodes do not have to be in consecutive order. The brand reserves the right to determine the time frame if the contract is fulfilled within 12 months from the initiation date

** Level 1 & 3 both include 3 podcast episodes and 3 consecutive months of web sidebar & blog post ads*

*** Level 2 & 4 both include 6 podcast episodes and 6 consecutive months of web sidebar & blog post ads*

Package Deals

“The Works”



Level 1 (3-3): \$2,300*

Preroll + web sidebar & blog post

Two social media image posts/month

*Level 2 (6-6**): \$4,500*

Preroll + web sidebar & blog post

Two social media image posts/month

Level 3 (3-3): \$2,000*

Midroll + web sidebar & blog post

Two social media image posts/month

*Level 4 (6-6**): \$4,200*

Midroll + web sidebar & blog post

Two social media image posts/month

Podcast episodes do not have to be in consecutive order. The brand reserves the right to determine the time frame if the contract is fulfilled within 12 months from the initiation date

** Level 1 & 3 both include 3 podcast episodes and 3 consecutive months of web sidebar & blog post ads*

*** Level 2 & 4 both include 6 podcast episodes and 6 consecutive months of web sidebar & blog post ads*

What's next?

We are here to address any questions/comments/concerns that you may have. Reach out to us today so that we can lay out an advertising blueprint that will be both mutually beneficial for you and our audience.

Email us at sponsor@justthinking.me to learn more.



<https://justthinking.me>