Sponsorship pitch template and rate maths

A one-page offer to a sponsor, with the fee worked out from your own listens.

1. The show

Show name	*[the show's name]*
Host	*[name, and the role of any co-host]*
How often it comes out	*[for example, weekly]*
Who listens	*[age, place, interests, from your hosting stats or a listener survey]*
What the sponsor gets	*[the audience, the placements and the format, in one or two lines]*

2. Your listens

Use the average of your last ten episodes, not your best episode. A brand that checks your stats will notice a spike, and a spike you cannot repeat damages trust.

No.	Episode title	Release date	Downloads
1	*[most recent episode]*	*[date]*	*[number]*

Average downloads per episode	*[total of the ten downloads, divided by 10]*

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3. The rate sum

> Fee per spot = (average downloads per episode ÷ 1,000) × price per thousand

Most podcast sponsorship is priced per thousand listens, often called CPM. Work through the sum below, then add the time it takes you to record and edit the read.

Average downloads per episode	*[from section 2]*
Average ÷ 1,000	*[the number of thousands of listens per episode]*
Price per thousand you are asking	£ *[amount per thousand]*
Fee per spot	£ *[average ÷ 1,000 × price per thousand]*
Time to record and edit the read	*[hours]* × *[your hourly rate]* = £ *[cost]*
Fee to quote, per spot	£ *[the fee per spot, with the time cost covered]*

Worked example, with invented numbers

An imaginary show averages 800 downloads per episode, and its owner asks £20 per thousand for one spot. 800 ÷ 1,000 = 0.8, and 0.8 × £20 = £16 for one spot. The numbers are chosen for the sum, not a market rate. Two spots, a longer run and the cost of the read all change the total.

4. Placements you offer

Placement	Length	Fee per spot	Episodes	Total
[for example, mid-roll]	*[seconds]*	£ *[amount]*	*[number]*	£ *[amount]*

5. Label the ad

Say at the start of the ad that it is sponsored or a paid-for advertisement, in a short, clear label. The Advertising Standards Authority says the label should come up front. A long disclaimer at the end of a read is not a label, and a sponsor label buried in the show notes does not do the job.

Label to use: *[sponsored, or paid-for advertisement]*

6. Context for the pitch

Alitu and The Podcast Host's Independent Podcaster Report 2025 surveyed 558 independent creators. About 15 per cent said their podcast made money at all. Among those who earned, 41 per cent said sponsorship was their most profitable method. The report does not give a sponsorship rate, so use it to judge the route, not the price.

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7. Before you send

- [ ] Every figure has been checked against your hosting stats.
- [ ] The average uses your last ten episodes, not your best one.
- [ ] The rate sum is visible in the pitch, so the brand can check it.
- [ ] The time to record and edit the read is covered in the fee.
- [ ] The label is stated at the start of the ad.
- [ ] The pitch fits on one page.

Sources: Alitu and The Podcast Host, Independent Podcaster Report 2025, https://www.podcastvideos.com/articles/independent-podcaster-report-2025 (checked 5 November 2026).
Advertising Standards Authority, New guidance on making ads clear in podcasts, https://asa.org.uk/news/new-guidance-on-making-ads-clear-in-podcasts.html (checked 5 November 2026).

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