



July 27, 2017

Toon Radio Media Kit

Summer 2017 Sponsorship Brochure

Toon Radio Media Kit for July 2017
Authored by: Robert Stukowski

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Robert Stukowski

Animation, film, and music make us feel emotions we never knew we had. Combined, these arts let us escape our hectic lives to a place where we can laugh and play. Toon Radio exists to celebrate the union of these arts by providing a way for its readers to discover new sounds and the cartoons that come with them.



Toon Radio began as a passion project. It was a way I could share my love of cartoon theme songs with my friends. This dream has since expanded to keeping animation music fans up to date on the latest news and updates from the industry.

Blogging also gave me an avenue to provide my fellow fans something they rarely get from other news sites, both fan-made and professional. Most animation news services rarely talk about soundtracks, and most music services rarely discuss film music. Toon Radio exists to service both audiences in their mutual interest.

What is Toon Radio?

As a fan blog, Toon Radio draws mostly animation and film music fans and usually young adult males. These individuals enjoy cartoon theme songs, and are looking for how to get them for themselves, their friends, or their children. Toon Radio exists to give them that outlet. Unlike other animation sites, Toon Radio stays focus on soundtracks to give them the spotlight they deserve among the other content available on the Internet. Toon Radio does this by providing industry news, but it can and will expand to other types of content to meet the unique needs of the animation fan community.

Toon Radio primarily offers a news outlet for animation film music fans. Most of the posts on the website are about the latest happenings in the animation and music industries with a fan's perspective. I do not just write news posts. I offer my opinion and review about the works in question. This gives my readers a way to evaluate any new releases with their own tastes and standards.

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While news is the mainstay of the blog, I also offer an occasional soundtrack review. The goal is to have every animated film and television series soundtrack and score reviewed as they release to the public to give readers a quick way to evaluate them before buying them. These reviews will also provide ways people can buy the albums. As most animation news sites rarely cover soundtrack releases, I feel these review posts will help fans, retailers, and music producers alike.

Besides news and review posts, several other types of content are already in the planning stages. These include podcasts, and live audio stream, video content on YouTube, and many others. Once underway, the live stream will keep most readers on site, while monthly listener contests will draw people to it.

Regardless of the type of content, the ebb and flow of the animation and retail industries affect the site and how it functions. This dependence creates seasonal spikes in traffic as people are usually more interested in soundtracks just after consuming the associated films. Holiday specials, summer blockbusters, and industry conventions all contribute to the number of visitors Toon Radio receives on a given day.

The screenshot shows the Toon Radio website homepage. At the top left is the "Toon Radio" logo in red. To its right is a search bar with the text "Search ..." and a magnifying glass icon. Further right is a row of social media icons for Facebook, Twitter, LinkedIn, Google+, YouTube, and RSS. Below this is a dark navigation bar with white text for "HOME", "RADIO", "FAQ", "ABOUT", and "CONTACT US". The main content area features three article cards. The first card on the left has a large image of a cartoon deer and the text "THE STAR TO FEATURE ORIGINAL MARIAH CAREY SONG". The second card in the middle has a smaller image and the text "TEEN TITANS GO MINISERIES SOUNDTRACK AVAILABLE THIS WEEKEND" with a date of "July 27, 2017" and a "Leave a comment" link. The third card on the right has a smaller image and the text "ROBIN HOOD LEGACY COLLECTION AVAILABLE NEXT MONTH" with a date of "July 27, 2017" and a "Leave a comment" link. On the right side of the page, there are two sidebar widgets. The top one is titled "CATEGORIES" and contains a "Select Category" dropdown menu. The bottom one is titled "TWITTER" and features the Twitter logo and the text "Toon Radio @ToonRadio".

Website Statistics and Reach

While small, Toon Radio has a dedicated returning reader base. This base also grows steadily at 150% every three months. Most of these visitors are direct as well, using Toon Radio as their primary source of information.

As of July 27, 2017, Toon Radio pulls an average of:

- 250 active users per month
- 350 pageviews
- 53 Facebook followers
- 1129 combined followers for all Twitter accounts

Sponsorship Terms and Policies

Toon Radio sponsorship policies reflect its niche and format. The emphasis is placed on the written word and static images that are ad blocker proof. I want you to get the most out of your sponsorship as possible.

Sponsored Posts and Reviews


Sponsored reviews are reviews of your product or service. Sponsored posts are editorial and news bulletins about issues my readers may have that your product or service solves. Both sponsorships are uploaded as a part of my normal upload schedule and are treated as such.

Sponsored content is a feature of blogging that makes your marketing campaign work. As they are normal posts, they contribute to your own website's organic search results even if only a few readers click on your links.

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THE STAR TO FEATURE ORIGINAL MARIAH CAREY SONG

July 27, 2017 | Robert Stukowski | [Leave a comment](#) [Edit Post](#)




Sony Pictures commissions Mariah Carey to perform a new original song for their upcoming animated feature film **The Star**.




The Star from The Star


Marian Carey will perform the song *The Star* for the Sony Pictures Animation feature. Epic Records will include it on the film's soundtrack as well. This is not the first time Carey songs appeared on animation soundtracks. You can find her work on the *Prince*

CATEGORIES
Select Category ▾

TWITTER

 **Toon Radio** @ToonRadio
6 days ago
Big Hero 6 Series Comes to Disney XD with Adam Berry Music
<https://t.co/Fprjfi18e2>
#news

 **Toon Radio** @ToonRadio
1 week ago
Looks like GoDaddy is

Toon Radio's sponsored content policy is simple.

- Content subject must be received a day in advance.
- All images must be sent at least two days prior to the post date.
- Product samples for reviews must be received a week in advance.
- If a giveaway is a part of the agreement, the giveaway items must be received at least 2 weeks in advance.
- All sponsored reviews require product samples for consideration.

These policies let me process your items, and then conduct my own marketing campaigns if necessary, to ensure everything goes smoothly both of us.

In either case, sponsored content cost \$10 per post. However, giveaway contests cost an additional \$10 per every 5 giveaway items for storage and handling. All payments must be made by the Friday before the post date.

Image Advertising

While not as good as sponsored content, image advertising is still a viable solution. I generally only use static images or animated gifs on the blog, but I am open to other types of od advertisements as well.

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Advertising locations are in the header, in the sidebar, and included in posts. All content and payments must be received before the sponsorship month, and are chosen on a first come first serve basis.

The individual rates are:

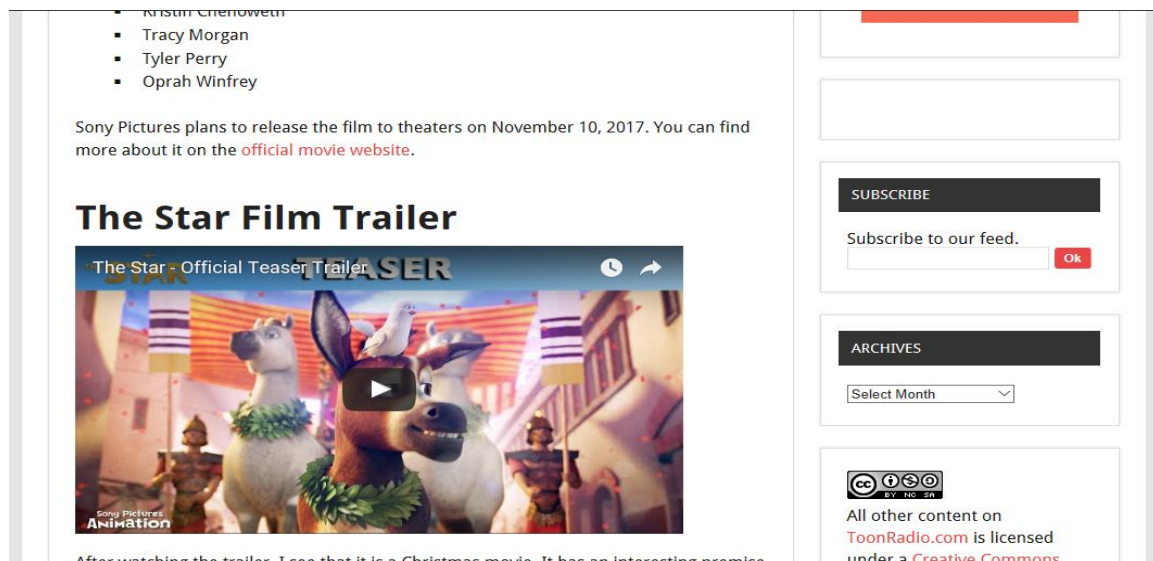
- Header - \$25 per month
- Sidebar - \$15 per month
- In Post - \$20 per month

In-post advertisements are inserted manually into posts as they are published. This means that they may also show up on RSS feeds and any of the other channels I use. Thus, you will need to specify how many days and posts you want to sponsor. They have any size except skyscraper.

Header advertisements go on top of the page above our social media links. These images can be of any size except skyscraper.

Sidebar advertisements go on the blog sidebar. You can have them at any size if they are under 200 pixels wide.

All images must be either jpg, gif, or png. Animated images are allowed.



The screenshot shows a blog post layout. On the left, there is a list of names: Kristin Chenoweth, Tracy Morgan, Tyler Perry, and Oprah Winfrey. Below this list, a paragraph states: "Sony Pictures plans to release the film to theaters on November 10, 2017. You can find more about it on the [official movie website](#)." The main content is a video player titled "The Star Film Trailer" with a subtitle "The Star - Official Teaser Trailer". The video thumbnail shows two camels in a desert setting. On the right side of the page, there is a sidebar with a "SUBSCRIBE" button, a "Subscribe to our feed." form with an "Ok" button, an "ARCHIVES" section with a "Select Month" dropdown menu, and a Creative Commons license notice at the bottom: "All other content on ToonRadio.com is licensed under a Creative Commons license".

Testimonials

- <http://toonradio.com/2016/07/promo-codes-save-money-online/>
Good Work! - OZcodes
- <http://toonradio.com/2015/09/halloween-costumes-ideas-2015/>
Thanks a lot for publishing the blog in your website. - Deals4Clothing
- <http://toonradio.com/2014/12/save-money-online-with-coupon-codes/>
Thank you for publishing article - CouponChill

Contacting Toon Radio

If you like more information or want to start sponsoring Toon Radio today, contact Robert Stukowski at robert@toonradio.com. You will get a response within 24 hours.