



**ACADEMY**

A DUNGEONS AND DRAGONS DISCUSSION PODCAST

WHERE EVERYTHING IS MADE UP AND YOUR ROLLS DON'T MATTER!

## About Crit Academy

Justin Handlin, Austin Sargent and Ian Wood are Crit Academy!

Our podcast covers everything Dungeons and Dragons, the world's most popular tabletop roleplaying game. Every Wednesday we release a 60-90 minute episode, featuring guidance for new and veteran players and inspiration for both players and dungeon masters. Our informative podcast content is packed with down-to earth insights from decades of playing tabletop roleplaying games.

Genre: Games and Hobbies (Dungeons and Dragons, tabletop roleplaying games)

Launched: December 2016

Listens to date: 500,000 unique listens

Average Monthly Unique Listens: 15,000. Each episode gets an average of 1,000 unique listens in the first week.

## **Sponsorship What you get!**

Crit Academy is a top-ranked Dungeons and Dragons Podcast. Our show draws in the geek community from lovers of tabletop roleplaying games, to video games, podcasts and DnD streams.

In our show, we can easily fit your content into our line-up and know that our audience will listen to the call to action. When you sponsor an episode you get a 15-second pre/end-roll and/or 30-second midroll placed in the middle of our two largest and most popular segments.

We are happy to accept a submitted live read, a script for us to record, or we can create a script and submit it to you for approval, to ensure the ad is exactly what you want. We find that doing native sponsorships have the best results, making them more authentic for brands and engaging for our listeners.

## Becoming a Sponsor

We offer sponsorship through our [Patreon](#) or direct payment through Paypal.

- Our Sapphire tier offers a 15 second pre-roll or end-roll customized ad. Placed in every episode while you're a patron sponsor (4 episodes/month) at \$55/month.
- Our Ruby tier offers a 30-60 second mid-roll customized ad. Placed in every episode while you're a patron sponsor(4 episodes/month) at \$150/month.
- For other offers, you can contact us directly by email at [critacademy@gmail.com](mailto:critacademy@gmail.com)
- The industry standard for 1,000 downloads for pre-roll and mid-roll is \$15-40 per episode. [Source](#)

## Sponsored Posts

Our audience continues to grow, not just on our podcast, but our social media as well. Our facebook audience exceeds 6,000 followers. Below is current rates.

- Sponsored post for \$50 and the post will be pinned to the top of our page for 48 hours.
- Sponsored post for \$100 and the post will be pinned to the top of the page for 7 days.
- For other offers, you can contact us directly by email at [critacademy@gmail.com](mailto:critacademy@gmail.com)

The industry standard for advertising sponsored posts is \$25 per One Thousand followers. [Source](#)