

# THE COLLEGE MONEY MAZE PODCAST



Media Kit

# INTRODUCTION AND VISION

The College Money Maze Podcast was created by Todd Lovett and Ellen Reaves in 2015 with the purpose of assisting parents and students with obtaining scholarships to fund their college educations.

Through the podcast, group coaching, workshops, webinars and other education materials, TCMM hopes to reduce the number of students who take out student loans to pay for their college education thereby impacting the student debt crisis in America.

Current topics include financial aid, FAFSA, college admission tips, scholarship strategies etc... What is unique about this podcast is that there are often episodes released that promote various scholarships and interview successful parents/students who have earned money to pay for college education.

# ABOUT TODD



- Todd Lovett graduated from Rutgers University, Newark Campus with a degree in Economics and has made his career as a Operations and Facilities Management. He is married to Bridgette and they have two teenage children, Charles and Jordan.
- Todd is also a member and former president of Kappa Alpha Psi Fraternity, Inc. Plainfield Alumni Chapter. It is within his fraternity that he has the opportunity to participate in their Kappa League Mentor program.

# ABOUT ELLEN

- Ellen Lovett Reaves graduated from Rutgers University, New Brunswick campus with a degree in health administration and also earned her Masters Degree in Human Resources/Non-Profit management. She is married to Ken.
- Ellen is a member of Zeta Phi Beta Sorority Inc., owns a caregiving consulting company (Caregiving Strategies) and conducts various workshops on the topics of caring for our elders and aging.



# THE COLLEGE MONEY MAZE

## LISTENER REACH



- Podcast Downloads (iTunes & Stitcher) – 5000+ to date
- Average 250+ per episode
- Twitter Followers – 500 +
- Facebook Community – 200+ members
- LinkedIn = 800 connections
- Audience is parents age 35-55 with 1+ child in high school or college bound

# DID YOU KNOW?

- 30% of all audio is consumed on podcasts?
- Podcast Listenership is evenly split 50% between men and women
- The income for podcast listeners is \$75k+
- 2/3 of all podcasts are consumed on mobile devices

*According to a 2015 survey by Edison Research*



# SPONSORSHIP LEVELS

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- 125x125 banner ad or logo on website
- 125x125 banner ad in email newsletters
- 8 tweets & FB group thank you

## Silver \$250

- 1 30-second audio ad at end of each episode (4 per month)
- Logo on website
- Email newsletter mention
- FB group thank you

# GET IN TOUCH

Please contact us if you have any questions about anything in this package. We look forward to hearing from you and possible working together.



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