



RIGHT RESPONSE MINISTRIES

MEDIA KIT • 2023

▶ 300,000
YOUTUBE MONTHLY VIEWS

52,000
PODCAST MONTHLY DOWNLOADS

MALE - 75%
FEMALE - 25%
GENDER

25-34 - 22%
35-44 - 24%
45+ - 35%
AGE

INSIDE USA - 70%
OUTSIDE USA - 30%
LOCATION

OUR MISSION



Right Response Ministries is a Christian organization that exists to foster biblical fidelity and traditional values in the hearts and minds of our listeners. We possess an unwavering commitment to being on the frontlines of the most pressing theological, political, and cultural issues of our day.

We accomplish this mission by providing high-quality content with a refreshingly honest and straight-forward approach.

PASTOR JOEL WEBBON

President of Right Response Ministries

SPONSORSHIP PACKAGE

*OUR PRICING IS CONFIRMED BY THIRD PARTY PROVIDER, SOCIALBLUEBOOK.COM
WE SET OUR PRICING NOTICEABLY LOWER THAN THEIR RECOMMENDATION*

Conservative Estimated Reach - 50,000 Views/Downloads

VIDEO & PODCAST PACKAGES

YouTube, Apple Podcasts, Spotify, Website, App

- 60-90 Second Commercial in 4 Theology Applied Episodes & 4 Live-Stream Q&A Episodes
- 8 Total Commercials Each Month

Option 1

FIRST 5 MINS (Pre-Roll)
CPM (Cost Per Mille) - \$25
TOTAL PRICE - \$1,250/MONTH

Option 2

FIRST 30 MINS (Mid-Roll)
CPM (Cost Per Mille) - \$20
TOTAL PRICE - \$1,000/MONTH

Option 3

FIRST 60 MINS (End-Roll)
CPM (Cost Per Mille) - \$10
TOTAL PRICE - \$500/MONTH



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FEATURED SHOWS

LIVE-STREAM Q&A

WEEKLY

MONDAYS AT 2PM CT



RELEASED: MAR 13, 2023
YOUTUBE: 3,400 VIEWS
PODCAST: 936 DOWNLOADS



RELEASED: FEB 21, 2023
YOUTUBE: 9,243 VIEWS
PODCAST: 1,292 DOWNLOADS



RELEASED: FEB 16, 2023
YOUTUBE: 46,755 VIEWS
PODCAST: 1,207 DOWNLOADS



RELEASED: FEB 13, 2023
YOUTUBE: 8,914 VIEWS
PODCAST: 1,187 DOWNLOADS

THEOLOGY APPLIED

WEEKLY

TUESDAYS AT 2PM CT



RELEASED: FEB 21, 2023
YOUTUBE: 5,743 VIEWS
PODCAST: 1,220 DOWNLOADS



RELEASED: FEB 14, 2023
YOUTUBE: 5,472 VIEWS
PODCAST: 1,250 DOWNLOADS



RELEASED: FEB 7, 2023
YOUTUBE: 8,191 VIEWS
PODCAST: 1,288 DOWNLOADS



RELEASED: JAN 31, 2023
YOUTUBE: 8,705 VIEWS
PODCAST: 1,299 DOWNLOADS



YOUTUBE



PODCAST

YOUTUBE LIVE-STREAM Q&A TOTAL VIEWS: 68,312
(CONSERVATIVE AVERAGE PER EPISODE: 6,000)

PODCAST LIVE-STREAM Q&A TOTAL DOWNLOADS: 4,622
(CONSERVATIVE AVERAGE PER EPISODE: 1,000)

YOUTUBE THEOLOGY APPLIED TOTAL VIEWS: 28,111
(CONSERVATIVE AVERAGE PER EPISODE: 6,000)

PODCAST THEOLOGY APPLIED TOTAL DOWNLOADS: 5,057
(CONSERVATIVE AVERAGE PER EPISODE: 1,000)