



# RIGHT RESPONSE MINISTRIES

MEDIA KIT • 2024

**▶ 350,000**  
YOUTUBE MONTHLY VIEWS

**X 50,000**  
X MONTHLY VIEWS

**55,000**  
PODCAST MONTHLY DOWNLOADS

**MALE - 72%**  
**FEMALE - 28%**  
GENDER

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

**INSIDE USA - 77%**  
**OUTSIDE USA - 23%**  
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*

### VIDEO & PODCAST PACKAGES

YouTube, Twitter, Apple Podcasts, Spotify, Website, App

- 45-60 Second Commercial (mid-roll ad)
- Brand Mention In Introduction (pre-roll ad)

**CPM (Cost Per Mille) - \$20**

- 50k Views/Downloads - \$1,000**
- 100k Views/Downloads - \$1,800 (10% Off)**
- 150k Views/Downloads - \$2,500 (17% Off)**
- 250k Views/Downloads - \$3,500 (30% Off)**
- 500k Views/Downloads - \$5,000 (50% Off)**

