



Clear To Send

Media Kit

2018



A podcast by Wi-Fi professionals, for Wi-Fi professionals.

Clear To Send is a podcast about Wi-Fi network engineering where we educate professionals on Wi-Fi technology, talk about design tips, troubleshooting, interviews, and the tools.

The show launched in August 2015 by Rowell Dionicio. The goal is to contribute back to the Wi-Fi community by providing a valuable and resourceful podcast.

The name Clear To Send comes from the 802.11 standard. It's part of how a station accesses the Wi-Fi medium.

Episode sponsorships start at \$5,208 and ad spot sponsorships from \$2,000

Why Clear To Send Podcast?

The Clear To Send podcast influences Wi-Fi professionals to become engaged, educated, and informed in the workplace. The focus is to improve one's career in making business decisions, creating quality Wi-Fi designs, and selecting optimal configurations for an overall improved Wi-Fi experience for the end users.

The Hosts



Rowell Dionicio, CWNE #210

Rowell is the founder of Packet6, providing professional services in the Bay Area specializing in Wi-Fi network and mobility planning, design and implementation.

Rowell has worked various roles in Information Technology from help desk, systems administration, management, and network engineering.

Rowell specializes in Wi-Fi network design, configuration, and optimization. He has done work with small to medium businesses, enterprise networks, and higher education.



François Vergès, CWNE #180

François grew up in France where he studied in one of the top computer engineer schools specializing in Network and Telecommunication.

François moved to Canada at the end of his studies and started to work as a Network Engineer. He quickly found a passion for Wi-Fi networks leading him to study the technology as well as following the current market.

He founded SemFio Networks with the idea of helping businesses get the best out of their Wi-Fi network.

What Our Listeners Are Saying

“Not only one of the best WiFi podcasts but one of the best IT industry related podcasts available”

—Chuck_D, iTunes Jan 29, 2018

“Packed with real world product info, interviews with important players in the WiFi world and practical knowledge, CTS has earned a top seat in my podcast queue. With a consistent release schedule, solid production quality and a focus on providing knowledge over chit-chat with others, I consistently learn something from Rowell's podcast.”

— therealswy, iTunes Feb 7 2016

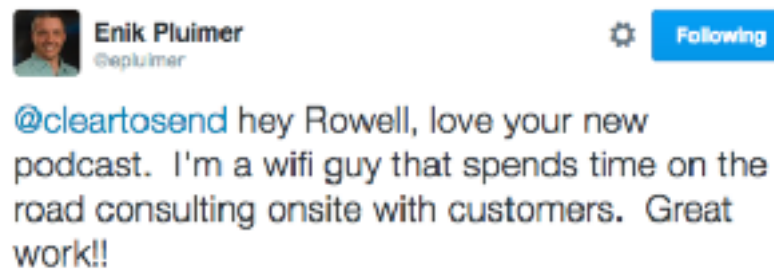
“Rowell knows wi-fi. I've been listening as I work my way through CWNA and his knowledge has been very helpful. Thanks!”



— SweetTeaJunkie, iTunes Jan 14 2016



 **Matthew Norwood** @matthewnorwood 

If you want to learn more about WiFi, start listening to the @cleartosend podcast. Rowell is doing a great job.



 **Erik Pluimer** @epluimer 

@cleartosend hey Rowell, love your new podcast. I'm a wifi guy that spends time on the road consulting onsite with customers. Great work!!



 **Davy Jones** @OpsDavy 

Really impressed with the @cleartosend podcast. Some high quality WiFi related content from @rowelldionicio Please keep it going! #WiFi





Targeted Listeners

Decide to take a promotional spot with our podcast and give yourself access to thousands of IT Managers and Wi-Fi professionals who are responsible for administration, design, and integration of next generation Wi-Fi networks.

Potential Reach - The Podcast Numbers



7000+
downloads a month



133,100+
all time listens



100+
episodes published

Potential Reach - The Website Numbers



2000+
page views a month



< 75%
bounce rate



1:28
average session duration

Podcast Promotional Spot Opportunity

PRESENTING SPONSOR

\$5,208 - One Sponsored Episode

- ✓ Sponsorship of one full episode
- ✓ Your topic, your agenda
- ✓ Up to 90 minutes
- ✓ Marketing + technical discussion
- ✓ Social Media sharing
- ✓ Your logo and URL in our email campaign

Upon confirmation, you'll receive a branding form for completion so we can deliver your brand message.

Podcast Promotional Spot Opportunity

AD SPONSOR

**\$2,000 monthly (\$500/episode)
4 episode commitment**

- ✓ 4 x 15 second promotion spot pre-roll (1 weekly)
- ✓ 4 x 60 second promotion spots mid-roll (1 weekly)
- ✓ Promotional copy provided by you
- ✓ Your logo and URL on episode show notes
- ✓ Your logo and URL in email campaign
- ✓ Added to non-Presenting Sponsor episodes

Upon confirmation, you'll receive a branding form for completion so we can deliver your brand message.



Let's have a conversation...

Please connect with us so we can learn about your goals and how we can collaborate to deliver your message to a highly targeted group of Wi-Fi professionals.

Rowell Dionicio

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