What is *A VerySpatial Podcast*?

A VerySpatial Podcast is a weekly podcast on Geography and geospatial technologies. Geography touches most everything in our daily lives, but we rarely even think of it. The podcast attempts to address this lack of geographic understanding through news highlights, a roundup of events, discussions on Geography and geospatial topics, and interviews with prominent geographers and geospatial professionals. We support the podcast with daily blog entries that blend links to news articles with original columns. The blog can be found at http://veryspatial.com, and includes columns, reviews, direct links to our podcasts, a links page to geography and geospatial information, such as blogs and podcasts, that we find useful.

What is a podcast?

A podcast is a downloadable audio program that can be used to disseminate information on any topic. The podcast is downloaded as a self-contained .mp3 file, which can be played on any computer or portable .mp3 device. The portability of these players makes them perfect for use while on a plane, commuting to work, or while simply riding a bike. While downloadable audio content is not necessarily new, it is the ability to subscribe to the audio via RSS that is perhaps the most important component in distributing podcasts.

Audience and growth of *A VerySpatial Podcast*

A VerySpatial Podcast began in late July 2005, with the first episode made available via iTunes with very little fanfare. That inaugural episode was downloaded 75 times in the first week of its release. The first episode has now been downloaded over 1000 times and each new episode is downloaded over 500 times in the first week of availability alone. In addition to our current episodes, we also continue to see back episodes downloaded as more people discover our podcast and our listeners spread the word. To date, there have been over 50,000 downloads of *A VerySpatial Podcast*, and we continue to see strong growth each month.
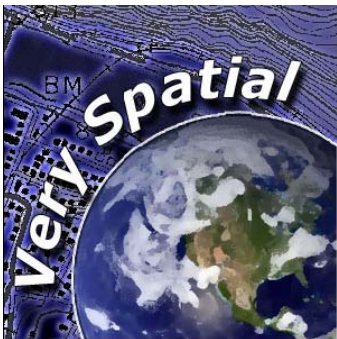
Our audience leans toward geospatial professionals and geographers and, at first, was represented mostly by those who were tech-savvy and early participants in blogging and other web-based communication. As more people become familiar with podcasting, we see our audience broadening to include more geographers, teachers, and others interested in geography and geospatial technologies. Content such as our interview with Peter Morville, author of *Ambient Findability*, has also worked to bring in new audiences. In addition, both the website and the podcast have a growing international audience, with our website showing daily hits from numerous countries, especially in Europe and Australia, and weekly downloads of the podcast from every continent, with the obvious exception of Antarctica.

Growth of VerySpatial.com

VerySpatial.com began as a blog to support *A VerySpatial Podcast*, but has developed into a multifaceted website with a wide range of content, including a calendar of events, links to other blogs and podcasts, and columns and book reviews. As an example, during Geography Awareness Week, we posted daily informational columns on geography topics, including cartography, physical geography, and applied geography.

In the future, we hope to develop our VerySpatial Classroom Initiative, which will include podcasts and video on important topics in Geography and discussions with geographers and geospatial professionals in various specialties. This initiative is intended to create material that is meant to support geography outreach and education at middle school and high school levels. We think that podcasting is a powerful tool for geography education, and hope to contribute to that movement by expanding the VerySpatial Classroom Initiative.

The future of digital media to support geography and geospatial technologies is wide open. In addition to utilizing video podcasts for the VerySpatial Classroom Initiative, we have plans for a series of HowTo video podcasts that will focus on advanced geospatial technology topics in 10-15 minute videos. Finally, in an effort to increase dialog within our ever growing community we will soon launch A VerySpatial Forum to allow community members to support each other through interaction and discussion.

In-Show Advertising

We offer two advertising spots per episode, an 'ad spot' advertiser and a 'shout out spot'. If you are our weekly 'ad spot' advertiser, *A VerySpatial Podcast* listeners will hear your advertisement at the beginning of each sponsored episode, after our weekly introduction, and before our features. Advertisements can be presented either in a prerecorded 30 second spot created by the sponsor or a prewritten script that we will use as a guideline to discuss your products and services. We will also mention the sponsor at the end of the podcast. If you are our weekly 'shout out' advertiser, you will be mentioned in the weekly introduction and at the end of the podcast.

Website Advertising

In addition to the in-show advertising, a badge advertisement that will be seen on every page of the VerySpatial.com website in our third column will feature the sponsors. The badge dimensions are 150 pixels by 250 pixels. Multiple badge advertisement images are welcome and will be randomly accessed and may link to any location on your website.

Show Notes

Show notes for *A VerySpatial Podcast* are available on our website as well as a weekly email. A banner ad of 468 pixels wide by 60 pixels high will be included in our show notes and will remain attached to the show notes of the episodes you sponsor. All banners will be provided by you to ensure that they convey your product in the best way.

Other Promotions

We are happy to work with you to create other promotions that will feature your products and services including contests and giveaways or product coupons.

Pricing

Sponsorship of *A VerySpatial Podcast* includes all three advertising methods, in-show, website, and show notes. We know that every sponsor's needs are different and we look forward to working with you to meet your advertising needs.

Duration	Ad Spot	Shout out
Single Show	$250.00	$150.00
4-Week (10% discount)	$900.00	$540.00
13-Week (15% discount)	$2,700.00	$1650.00

VerySpatial in the News

Directions Magazine
> Interviewed by Adena Schutzberg – October 16, 2005
> http://www.directionsmag.com/article.php?article_id=1993

Making Maps Website
> An excerpt from our review of John Krygier and Denis Wood's *Making Maps: A Visual Guide to Map Design for GIS* is featured on the author's webpage http://makingmaps.owu.edu/

AAG Newsletter
> News from Geography Awareness Week – January 2006 issue

OGC Newsletter
> Referenced several times in the OGC Newsletter,

GISUser Newsletter
> Featured on January 14, 2006 - http://www.gisuser.com/content/view/7869/

GISDay.org
> Our GISDay podcast, including an interview with Rick Lawson, ESRI, was named a GISDay Success Story (http://www.gisday.com/success.html) and featured on ESRI's Podcasts in the News.

Findability.org – Peter Morville's Findability blog
> Mentioned as part of his interview roundup for his latest book.
> http://www.findability.org/

GeoConnexion.com
> An article on podcasts in Geography in the March 2006 edition.

In addition, we have been featured by a number of GIS, Geography, and geospatial technology blogs, including Vector One, SpatiallyAdjusted, AllPoints, SlashGEO, and Mapz.

Updated – July 2006