

FORUM
MEDIA

FORUM MEDIA PRESENTS

PODCAST ADVERTISING OPPORTUNITIES

Reach federal contracting leaders where they listen — and trust.



FORUM POWER



KEEPING IT BRIEF



IMPACT WOMEN
IN LEADERSHIP

CONTACT: Mary Ann Brown, President, FORUM | maryann.brown@govforum.io

WHY ADVERTISE ON FORUM PODCASTS?

Your audience is already listening. Make sure they hear your name.

The federal contracting community is busy, mobile, and constantly learning. FORUM podcasts deliver expert conversations, leadership insights, and industry intelligence directly to the ears of professionals who drive decisions in the federal marketplace. Unlike a banner ad, a podcast ad is **heard in the listener's own time** — building familiarity, trust, and recall that traditional advertising simply cannot match.

80%

of podcast listeners
act on ads they hear

6x

higher brand recall
vs. display advertising

74%

of listeners tune in
to learn something new

3x

more engaged than
other media consumers

THE FORUM AUDIENCE ADVANTAGE

✓ C-Suite & Senior Leaders

Every listener is a decision-maker or influencer in the federal contracting ecosystem.

✓ Government & Industry

FORUM bridges public and private sectors, giving you reach across both communities.

✓ High-Intent Audience

These aren't passive scrollers. They tune in deliberately to stay ahead in their careers.

✓ Trusted Host Reads

Host-read ads sound like recommendations from a colleague — not a commercial break.

✓ Evergreen Content

Episodes are downloaded long after they air, extending your ad's reach over time.

✓ Cross-Platform Presence

All episodes are promoted on FORUM's website, email, and social channels.

OUR PODCASTS

Three distinct shows. Three powerful audiences. One federal community.

01 FORUM POWER

THE VOICE OF FEDERAL CONTRACTING LEADERSHIP

FORUM Power is the flagship FORUM podcast, delivering the strategic conversations that matter most to federal contracting leaders. Guests include the industry's most influential executives, agency officials, and thought leaders shaping the future of the federal marketplace. **This is where decisions get made.**

AUDIENCE

C-suite executives, senior leaders, BD professionals, federal officials

KEY TOPICS

M&A; strategy, market positioning, federal budget, executive leadership, GovCon growth

02 KEEPING IT BRIEF

SHARP INTELLIGENCE FOR THE FEDERAL TECH COMMUNITY

Keeping IT Brief cuts through the noise to deliver focused, fast-paced conversations on the technology trends reshaping how government operates. No filler, no fluff — just the insights federal tech professionals need to stay ahead. **Smart, efficient, and always relevant.**

AUDIENCE

Federal IT leaders, technology professionals, program managers, contractors

KEY TOPICS

AI adoption, cybersecurity, IT modernization, CMMC compliance, contract vehicles

03 IMPACT WOMEN IN LEADERSHIP

AMPLIFYING WOMEN'S VOICES IN THE FEDERAL MARKETPLACE

IMPACT Women in Leadership amplifies the stories, wisdom, and hard-won insights of women driving change across the federal marketplace. Each episode is a masterclass in resilience, ambition, and authentic leadership. Advertising here positions your brand as a **champion of the next generation of federal leaders.**

AUDIENCE

Women executives, emerging leaders, DEI champions, mentors across government and industry

KEY TOPICS

Career advancement, leadership journeys, mentorship, diversity in GovCon, work-life integration

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ADVERTISING OPTIONS & RATES

Flexible formats to match your goals and budget.

All FORUM podcast ads are **host-read** — delivered by the show's host in their own voice, woven naturally into the episode. This isn't an interruption; it's a personal endorsement from a voice your audience already trusts.

PER-EPISODE PLACEMENTS

\$1,875

PRE-ROLL SPONSORSHIP — 30-Second Host Read

Your message is the very first thing listeners hear, opening with "This episode is brought to you by..." Maximum awareness and first-impression impact. Includes logo on episode show notes and one social promo post.

\$2,625

MID-ROLL SPONSORSHIP — 60-Second Host Read

The prime real estate of podcast advertising — delivered at peak engagement. Longer format allows for a fuller brand story or call to action. Includes logo on show notes and one social promo post.

\$3,375

EPISODE PRESENTING SPONSOR — Pre-Roll + Mid-Roll + Title Credit

Own the full episode. Your brand appears at opening, mid-point, and closing. Introduced as presenting sponsor in all episode promotions, social posts, and the FORUM email blast.

SERIES SPONSORSHIP PACKAGES

\$6,375

4-EPISODE SERIES SPONSOR — Pre-Roll on 4 Consecutive Episodes

Build frequency and familiarity over a full month of episodes. Includes a dedicated feature in the FORUM newsletter and 4 social media tags.

\$13,875

SEASON SPONSOR — Presenting Sponsor for 8 Episodes

The most powerful brand-building investment in the FORUM podcast portfolio. Full pre-roll and mid-roll across 8 episodes, season-long title credit, featured placement on the show landing page, a dedicated email to the full FORUM list, and 8 branded social posts.

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WHAT'S INCLUDED & HOW IT WORKS

Everything you need to get your brand in front of the right ears.

EVERY SPONSORSHIP INCLUDES

HOST-READ AD

Written by you, delivered by our host in their own voice. We'll review your script to ensure seamless, authentic integration.

SHOW NOTES PLACEMENT

Your logo, a brief description, and your URL appear in every episode's show notes page for ongoing discovery.

EMAIL PROMOTION

Your sponsorship is featured in FORUM's episode promotion email, reaching the full FORUM subscriber list.

LISTENER ANALYTICS REPORT

Receive a post-episode performance report with download counts, geographic reach, and listener demographic data.

SOCIAL MEDIA TAG

Your company is tagged in all episode social posts across FORUM's LinkedIn and other active channels.

CROSS-SHOW VISIBILITY

Season sponsors receive bonus mentions across all three FORUM podcasts, extending your reach well beyond a single audience.

HOW IT WORKS

01

CHOOSE YOUR
SHOW & FORMAT

02

SUBMIT YOUR
SCRIPT

03

WE RECORD
& PUBLISH

04

MEASURE
YOUR IMPACT

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FORUM MEDIA

READY TO BE HEARD?

Reserve your spot on a FORUM podcast and start building trust with your audience today.

GET IN TOUCH

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Mention this packet to ask about multi-show bundle pricing.

FORUM Power • Keeping IT Brief • IMPACT Women in Leadership

2026 FORUM MEDIA PODCAST ADVERTISING