



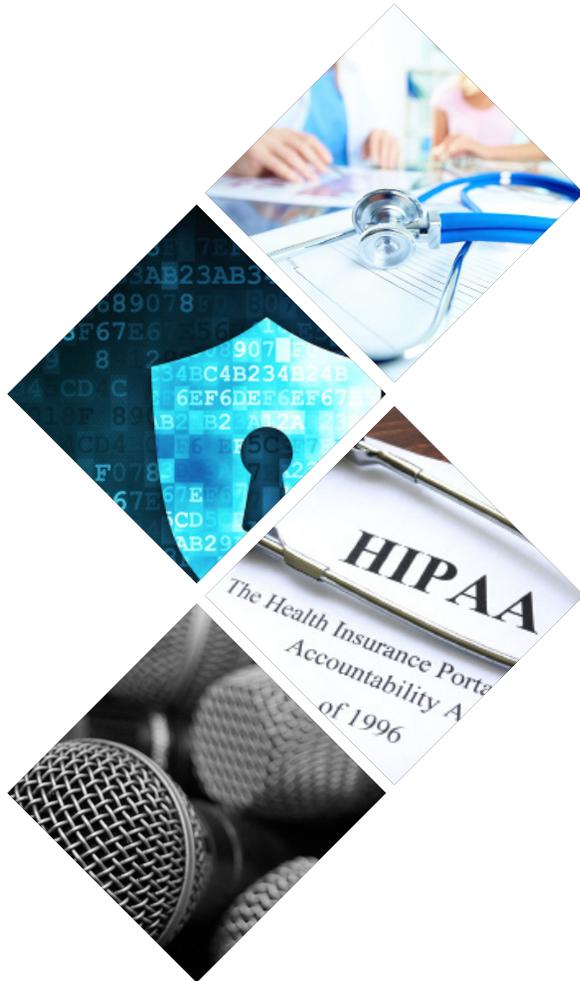
HELP ME WITH
HIPAA

2017

MEDIA KIT

INTRODUCTION

Overview



HelpMeWithHIPAA.com is a collaboration between Kardon Compliance founder, Donna Grindle, and HIPAAforMSPs.com founder, David Sims. Our mission is to share our Privacy and Security knowledge with those who are required to understand, implement, and manage the complex Privacy and Security requirements of HIPAA compliance. Our work with CEs and BAs inspired us to launch the service to provide information about the intricacies of HIPAA in a relaxed manner without using too much legalese or geek speak. As the podcast programs progress we will cover topics that include changes, how to comply, what to do when... and we do all of this in a fun and humorous way!

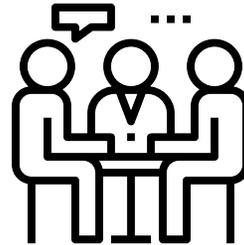
INTRODUCTION

What We Do



UNCONVENTIONAL FUN

Can a podcast about HIPAA compliance be fun to listen to? Donna and David have certainly cracked the code to making this a reality. Nearly 100% of listener feedback rave about the entertainment value of the podcast. People listen longer and learn more when it's fun. Our listeners look forward to each new episode.



NICHE COMMUNITY

Our listeners are not only focused on HIPAA, they are also very focused on security awareness. In fact, we continue to hear from listeners outside of HIPAA covered entities and business associates who listen because of how valuable the security awareness content is. Our community of listeners are very loyal and astute followers of our show.



SYNDICATION

Taking from their own lessons learned, the team knows the importance of reach. Using a variety of methods, shows are syndicated out to places like Soundcloud, iTunes, Stitcher, and many other places around the internet to increase the number of people who can listen, and more importantly, listen when they want and to what they want.

INTRODUCTION

What We Do

LIVE READS

A live read can get your message in our voices to our audience. Fans of our podcast know, like and trust us. Leveraging this trust is a great way to get the ROI you're looking for. For even better results, ensure the hosts have a chance to use your product or service so they can speak from personal experience. *NOTE: Live Reads advertisements must be vetted prior to recording. We must stand behind the message 100% as an endorsement.

COMMERCIALS

So you already have a spot you've recorded for use in other places? Perfect. Get us the file and we can put it into our rotation. And if you don't have a file, that's not a problem either. We have voice professionals on our roster that can create one for you.

GUEST SPOTS

Not sure that a simple ad read or commercial will fit your needs? No problem. Become a sponsor of a show or the network as a whole, and you can come in-studio as a guest during a live broadcast. Our hosts will engage with you and bring your message to the masses in a comfortable, relaxed format.

SYNDICATION

Unlike traditional media, when you advertise with Help Me With HIPAA, your message will get heard for as long as the shows you're a part of are around. All shows, including commercials, reads and guests, are archived and syndicated out through Soundcloud, Stitcher, iTunes and a number of other locations.

SUMMARY

If you are looking for the best investment of your marketing dollars, podcast sponsorship brings massive value over "traditional" marketing. Podcast ads will gain exposure for years after the episode is published, giving it more total lifetime value than any other medium.

To put it bluntly, podcast sponsorships are just smart.



STATISTICS

Help Me With HIPAA

STATISTICS

Demographics

*Stats via Google Analytics, Soundcloud Metrics and iTunes

Top Listener Zones

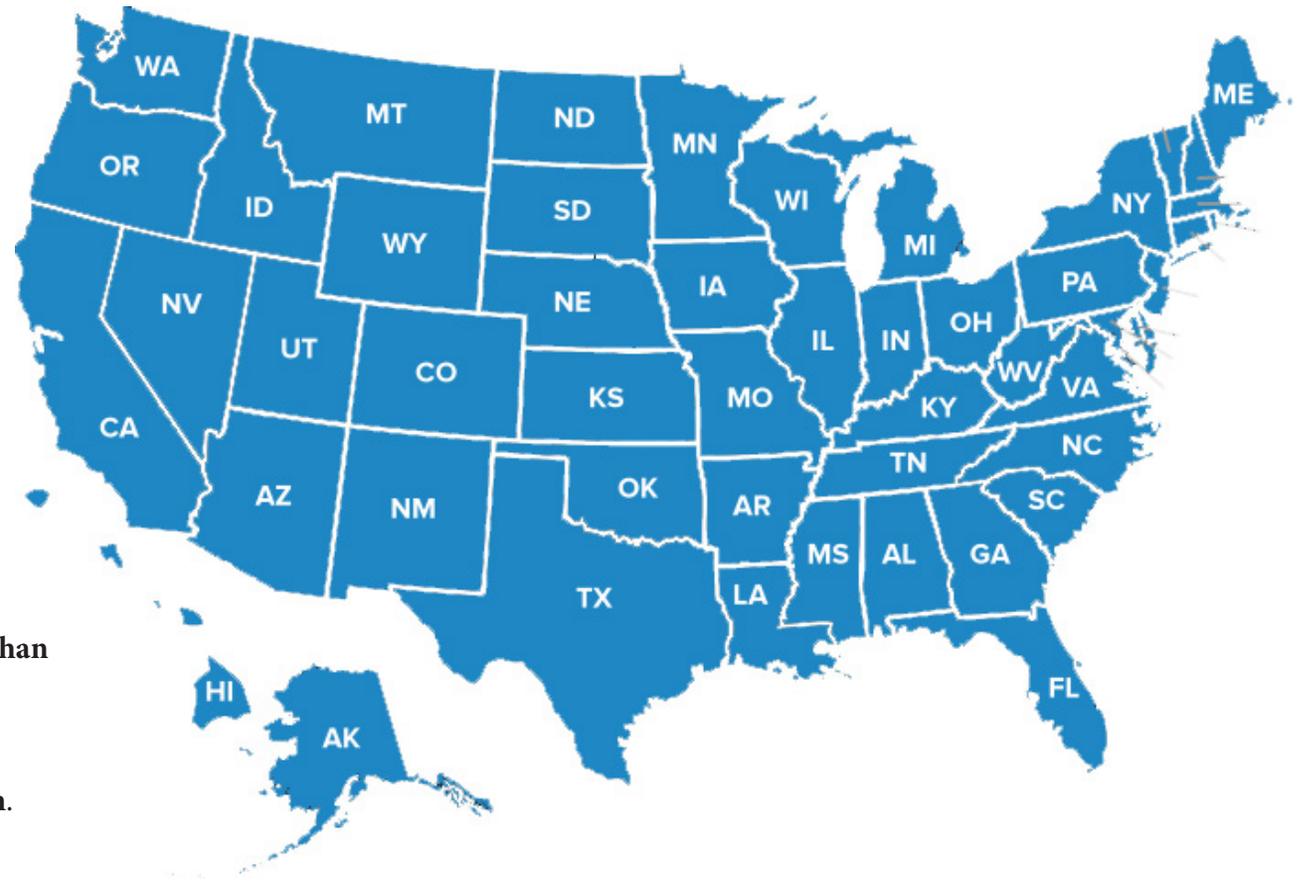
23.4% Washington DC

27% California

23% Atlanta & South East US

18.2% Mid West

8.4% Other US Areas



Help Me With HIPAA exceeds the international average downloads for niche podcasts by **more than 3 times**.*

Help Me With HIPAA podcast episodes register between **3,000 and 6,000 downloads per month**. This includes a higher than average rate of downloaded episodes older than 300 days.*

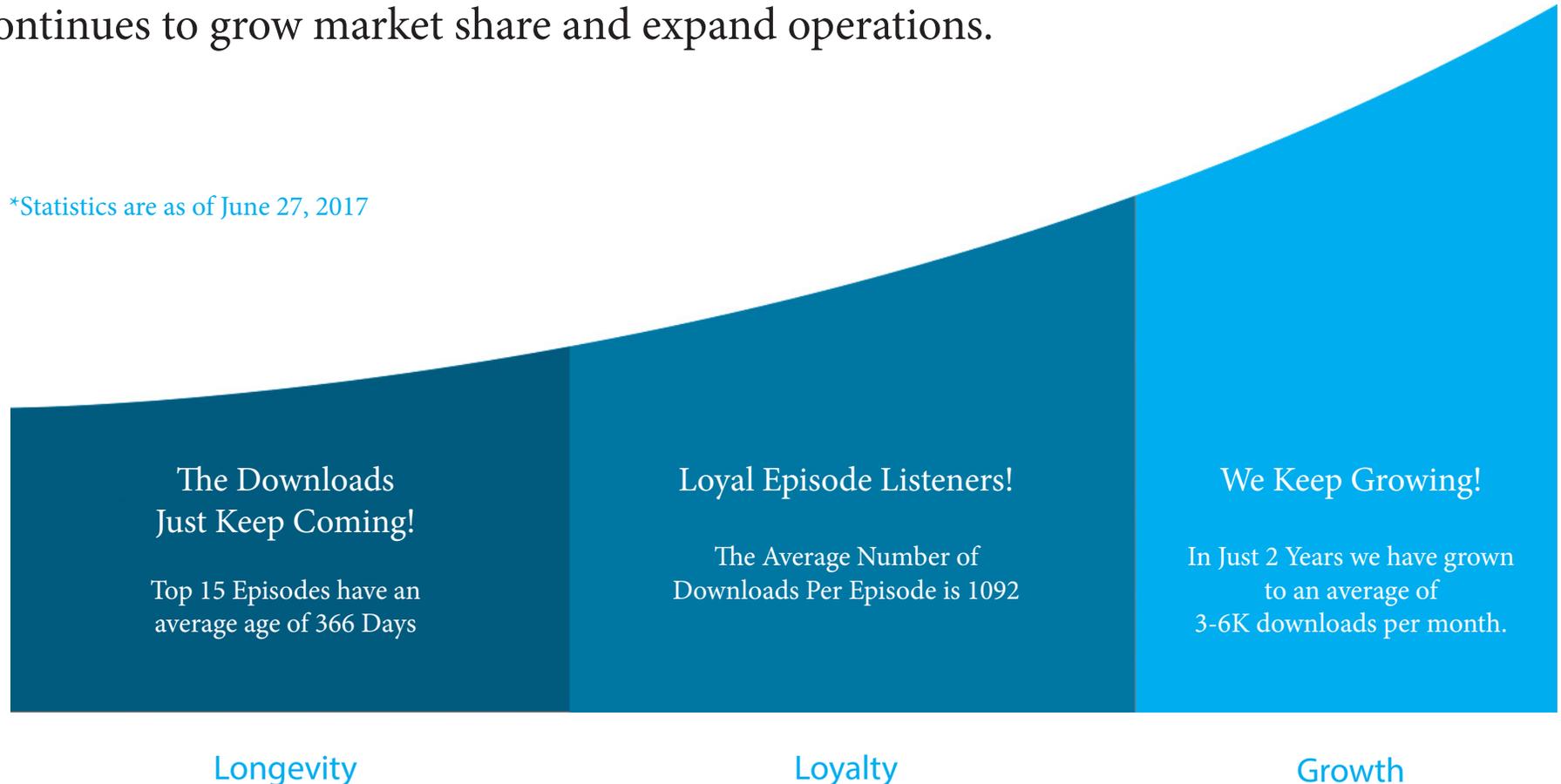
*Stats according to Libsyn Syndication 2017

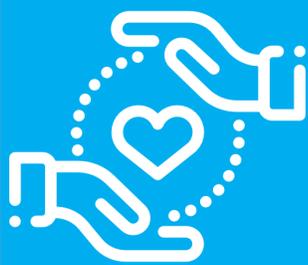
STATISTICS

Podcast Growth & Longevity

This is a very “Niche Market.” This is a powerful platform that continues to grow market share and expand operations.

*Statistics are as of June 27, 2017





WHY YOU CARE

Help Me With HIPAA

WHY YOU CARE

Why Advertise on Help Me With HIPAA?

Actively Engaged Audience

We've all done it – driven around in the car or been in the backyard with a radio station on in the background with no clue what's on or being broadcast.

Podcast listeners are different. They are actively choosing to seek out a specific network or show, and are therefore much more engaged with the content...and ads.

Metrics Matter

Have you ever taken a look at how Arbitron (radio) and Nielson (tv) ratings actually work? They're a complete mess based on guesswork, extrapolation of small sample sizes into much larger and inevitably inaccurate numbers, and have very little bearing on reality.

With podcasts, you see real numbers. You can see exactly how many people listened to your message and make real action plans and meaningful budgetary decisions.

Budget Friendly Decisions

Are you really ready to drop thousands of dollars on an ad campaign that can't give you reliable metrics? Are you a small to medium sized company that is ready to do some advertising, but you're not sure a large scale spend is right for you?

Podcast networks can help you by matching your desired spend and target demographic with a show (or several shows) that can meet all of your needs, from your own wallet to your CFO's spreadsheets.

WHY YOU CARE

Why Advertise on Help Me With HIPAA?

SUMMARY

Podcasting is a rapidly growing medium with a proven reach to engaged audiences around the world. Podcast listening increased 23% between 2015 and 2016, reaching nearly 21% of the population with nearly 57 million Americans reporting listening to podcasts, and 64% of all podcasts being listened to on a mobile platform such as smartphones and tablets.*

An audience that's engaged, on the move, embraces technology and change, and actively seeks out desired content. That's a marketer's dream.

*Figures quoted from Edison Research 2016 study on podcast reach, distribution and demographics

WHY YOU CARE

Why Advertise on Podcasts?

Unique Value Proposition

Donna and David have very unique backgrounds and personalities. Couple that with their amazing on-air chemistry and you have a recipe for success. Their track records speak for themselves and they are committed to creating content that adds value, resonates with listeners, and are staking their reputations on delivering it.

Locally Grown, Widely Known

What does a lady from rural Georgia and a guy from a small town in South Carolina have in common? College football rivalry!

Well besides that, Donna and David have created a very respectable and widespread listener base in their niche. Additionally, they are both well known in their industries and have been featured in numerous industry publications as well as paid speaking engagements throughout the country.

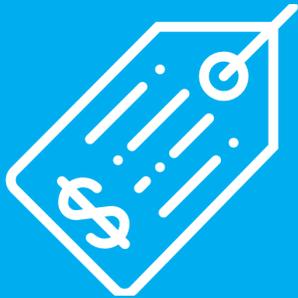
Return On Investment

Our show guests thank us for the repeat traffic through their doors and rattle our cages for return appearances. Our event sponsors rave about the caliber and quality of the people they're exposed to and the positive impact to their bottom line. Our unique blend of on-air, in-person, and virtual opportunities mean that no matter who you're trying to reach, we've got a way to get you in front of them.

SUMMARY

When you get involved as a sponsor of Help Me With HIPAA in any capacity, you're not just paying for a web ad, a radio spot, or a place to hang your banner in a "spray and pray" fashion. What you're doing is building and fostering a relationship with a group of individuals that has proven time and time again that they're the right people to know and be involved with when it comes to the Security Awareness, Cyber Hygiene and compliance markets.

You're helping us achieve your goals...and we've spent too long building the reputation for our group, and our own personal credibility...to do anything but help you achieve yours as well.



PRICING

Help Me With HIPAA

SPONSORSHIP OPPORTUNITIES

Our Packages & Pricing



Assessment



Training



Compliance



Security

15 Second Ad Spot Per Episode
Spot Provided by Sponsor or
recorded by show hosts

Logo & Link on Episode
Show notes

Logo & Link on Sponsor Page
(annual sponsor perk!)

Minimum 3 Month Initial Agreement
Annual Payment \$1,200
Quarterly Payment \$365
Monthly Payment \$135

30 Second Ad Spot Per Episode

Recorded "Live" Ad / Mention

Sponsor a "Live" Giveaway

Logo & Link on Episode
Show notes

Logo & Link on Sponsor Page
(annual sponsor perk!)

[Topic or Guest Suggestion](#)

Minimum 3 Month Initial Agreement
Annual Payment \$2,500
Quarterly Payment \$750
Monthly Payment \$275

45 Seconds of Ad Time Per Episode

Banner Ad on Sponsored
Episodes Posts

Social Media Call to Action
in Show Promo
(1 show per quarter)

Email Promo during Show
Promotion (1 show per quarter)

Video Interview for Our Site and
Yours.

Sponsor Interview on Show
(1 per year, annual sponsor perk)

Minimum 3 Month Initial Agreement
Annual Payment \$5,000
Quarterly Payment \$1,500
Monthly Payment \$545

60 Seconds of Ad Time Per Episode

Choose 4 Episodes as Exclusive
Sponsor (*annual sponsor perk!*)

Sponsor Guest or Separate Topic
(1 per quarter) **at Host discretion
Blog Post Written, Published and
Promoted About Sponsor Product
or Service*

Plus all the extras in Training &
Compliance Packages

Minimum 3 Month Initial Agreement
Annual Payment \$10,000
Quarterly Payment \$3,000
Monthly Payment \$1,100

CONTACT US TO BUILD YOUR PLATFORM AS A HIPAA EDUCATION SPONSOR AND MAKE A DIFFERENCE WITH US!

www.helpmewithhipaa.com

READY?

Contact Us

QUALIFIED + RELEVANT + SUPPORT
www.HelpMeWithHIPAA.com



HELP ME WITH
HIPAA



Donna Grindle, CHPSE, CHPC



David Sims, CHMSP

KARDON
Compliance

HIPAA
For MSPs

So now you've seen the story. You've read the numbers, reviewed the metrics.

What's next?

Simple – get in touch with us and let's put together a plan of attack that's right for you and maximizes your experience with us.

Contact@HelpMeWithHIPAA.com

www.helpmewithhipaa.com



THANK YOU
Help Me With HIPAA