



BirdNote®

BIRDNOTE DAILY SPONSORSHIP RATE CARD: 2024-2025



BirdNote is an independent nonprofit media production organization that brings joy, inspiration, and hope to millions of people around the world who value birds and the environment we share. By telling vivid, sound-rich stories about birds and the challenges they face, BirdNote inspires listeners to care about the natural world — and take steps to protect it. Learn more about BirdNote at www.birdnote.org.

BirdNote Daily is BirdNote's flagship daily show and is heard by more people across North America than any other audio show about birds. The show is 01:45 minutes in length and has a radio broadcast reach of **over 300 public radio stations** reaching an estimated **7.5 million regular listeners** and average **monthly podcast downloads of 438,800 per month** during 2023.

BirdNote resonates with a niche audience — people of all ages, genders and identities who enjoy birding, science, nature and outdoor recreation.

BirdNote Daily is consistently found at the top of global rankings of podcasts about birds, appealing to absolute newcomers to birdwatching as well as seasoned birders. Due to its significant impact on American life and culture, *BirdNote Daily* episodes are housed at the U.S. Library of Congress.

Key Metrics



7.5 million estimated regular public radio listeners and growing

Public radio [presence](#) in 36 U.S. States and Canada



3 million podcast downloads in 2024

Broadcast & podcast release frequency: Daily



Most common piece of listener feedback: “Oh my gosh, I LOVE BirdNote!”

Most commonly reported listener sentiment if a radio station forgets to air *BirdNote Daily* in its normal slot: Anger

BIRDNOTE DAILY SPONSORSHIP RATES

Tier 1: Podcast Only

Cost: \$32 CPM | Minimum buy: \$1,920 for 60,000 impressions

0:20 ad, post-roll, every four episodes, voiced by BirdNote narrator

Tier 2: Podcast and Digital

Cost: Tier 1 ad buy x 200%

Includes social media, website, and newsletter placements during campaign

- Social media reach: 85,000+ followers across Facebook, Instagram, TikTok, YouTube, and LinkedIn
- Website traffic: 61,400 average monthly users over past year
- Newsletter metrics: 22,800 subscribers (as of December 2024), 37% open rate, 1.6% click rate

Tier 3: Public Radio and Podcast

Cost: \$3,000 per episode for up to 3 *BirdNote Daily* episodes | \$2,500/episode for 4-6 episodes | \$2,000/episode for 7 or more episodes

Minimum buy: \$9,000

Includes built-in sponsorship messaging reaching BirdNote's entire public radio audience of 7.5M estimated listeners and podcast audience.

Sponsorship messaging remains part of archival episodes indefinitely, including for the version added to the U.S. Library of Congress.

Also includes 0:20 post-roll messaging on podcast feeds reaching 60,000 impressions per sponsored episode.

Tier 4: Public Radio, Podcast, and Digital

Cost: Tier 3 ad buy x 120%

Includes social media, website, and newsletter placements during campaign

- Social media reach: 85,000+ followers across platforms
- Website traffic: 61,400 average monthly users over past year
- Newsletter metrics: 22,800 subscribers (as of December 2024), 37% open rate, 1.6% click rate

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