

THE GIRL  
NAMED BLAKE



# Media Kit

2021-2022

*First and foremost, I am so glad you're here!*



*Hello there!*

I ' M B L A K E

I'm a podcaster, writer, & rebel who just wants to equip you to use your gifts & remind you you are free indeed. What started with less than 1,000 followers and no credentials has grown to a chart-topping podcast & resources for all women. & it's all God. Yes, I've worked really hard and been obedient and pushed through, but when I look back it's so easy to see God's handprint on every step along the way. And now I get to turn around and teach other women how to use their God given gifts to further the kingdom and support their families.

I had no idea what this would become, but I am so thankful. Every day I get to connect with real people and talk to them about Jesus, whether that's through interviews for the podcast, connecting in Instagram DMs, talking to students of the Crappy Christian Academy - it's all about Jesus, & it's all incredible. So thank you for being here.

# The Podcast...

The Podcast For People Who Want to Talk About Stuff That Matters

Listen in as Blake engages in meaningful, authentic conversations with people who have been through the fire and have come back with buckets of water for the rest of us.



PUBLISHING SCHEDULE

*Every Wednesday*

## THE STATS

1,000,000 +  
*lifetime listens*

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75,000 +  
*monthly downloads*

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18,000+  
*downloads per episode*

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97.7%  
*female listeners*

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47.6%  
*ages 25-34*

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93.5%  
*located in the US*



# Let's Get *Social...*

INSTAGRAM



59k +  
*followers*



7k +  
*story views*



9.1%  
*engagement*

Blake boasts a strong social media presence. In her "keeping it real" ways, she has grown a following of devoted fans, followers, and friends and is proud to be able to share many aspects of her life from raising babies to creating podcasts, fashion to home decor, and business branding to theology.

Running a multifaceted business takes a consistent posting schedule and a strong online voice, both of which Blake takes pride in.



WHAT CAN YOU EXPECT?

*A quality, high-end, naturally lit, professionally shot and styled image of your product or service. You'll get an authentic, excited, engaging caption, and a genuine desire to share you with my audience!*

# Social Media Price List

*Prices are current as of Winter 2021*

## INSTAGRAM POST

Social media endorsement reach readers quickly and is becoming the most popular way to advertise. With the numbers listed in this media kit, there are many followers to reach with this option. This rate includes endorsement of service / products on Instagram.

*\$875 per post*

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## INSTAGRAM STORY

With a highly engaged story following and her authentic way of speaking, Instagram stories are a great way to get direct, genuine access to Blake's followers and to funnel them to your product/service.

*\$700 for 3 stories*

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## SOCIAL MEDIA ENDORSEMENTS

The whole she-bang - an endorsement includes one branded Instagram post, 6 detailed Instagram stories with swipe ups, inclusion in Blake's weekly newsletter, and a spot in her link in bio for 14 days.

*\$3,000*

## Who follows Blake?

WOMEN , 25 - 34 , USA

*Blake's audience is primarily female dreamers, doers, and entrepreneurs. They are driven, incredibly hard workers, encouragers! Most are creatives, believing in the power of community. They seek light, and they love quality!*



## Hey, here's the truth:

*All posts are subject to approval and may be declined based on brand image or interest at requested time.*

# Podcast Price List

*Prices are current as of Winter 2021*

60 SECOND MID-ROLL AD

Recorded by Blake in her authentic, relatable voice - a 60 second mid-roll ad will expose you and your product/service to thousands of avid listeners of the Crappy Christian Podcast. Only 2 ads are booked per episode.

*\$450 per episode*

PACK OF 4 ADS

Cover your bases! Air your host recorded 60 second mid-roll ad for four episodes, your choice of dates.

*\$1,620 for four ads*

## Who listens to Blake?

WOMEN, 25-34, USA

*Blake's audience is primarily females who are looking for real life, relatable conversations between believers about all aspects of the very real life they're living.*



Hey, here's the truth:

*All ads are subject to approval and may be declined based on brand image or interest at requested time.*

*Thank you so much! I can't wait to collaborate!*



# How To *Book*

## LET'S DO THIS

All sponsorships and collaborations are on a first come, first serve basis. To get your product or service lined up for a collaboration, please email:

hello@crappychristianco.com and include the product or service, the website, and what you envision for the sponsorship. If we've already been in contact, please reply and let us know what service you would like to proceed with.

Please allow 24-48 hours for a reply. I'm so excited to team up with you and work together to make things happen!

hello@crappychristianco.com

www.crappychristianco.com