

Hosted by:



David Lykken
Lykken On Lending

Featuring:

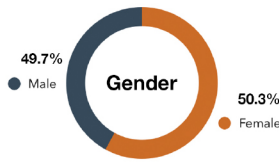


12+ Years of Weekly Podcasting to Mortgage Professionals!

10+ years ago Lykken on Lending started as a Weekly Podcast on July 6th, 2009...

(stats provided by LinkedIn)

A Look at Lykken on Lending Listeners...

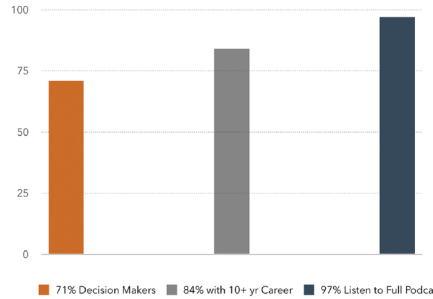


Want to know more about Lykken on Lending Listeners?

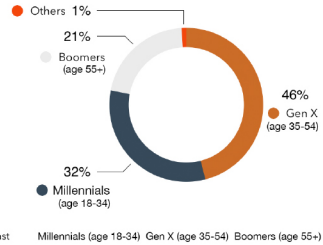


71% Decision Makers 84% have 10+ yrs in Mortgage Industry 97% Listen to the Full Podcast!

Lykken on Lending Listener Stats



Lykken on Lending Demographics...



Mortgage Industry Associations have partnered with Lykken on Lending!



Podcast Industry Stats in America

Listeners Reached (2019)

- 14 million more Americans are WEEKLY podcast listeners.
- 70% of Americans (197 million people) are aware of podcasting.
- 51% of Americans (144 million people) have listened to a podcast.
- 41% of podcast listeners make \$75,000 or more annually.
- 80% of podcast listeners attended college /further education.
- Over 90% of listeners listen to most or all of a podcast.
- People listen to podcasts to stay informed or be entertained.
- 54% of podcast listeners are more likely to consider a brand advertised in a podcast.

81% OF HAVE TAKEN ACTION AS A RESULT OF LISTENING TO AUDIO ADS DURING A PODCAST

Lykken on Lending Stats

Listeners Reached (stats provided by LinkedIn, BlogTalkRadio - Cortex)

2.5k - 4.3k

LYKKEN ON LENDING AVG. WEEKLY DOWNLOADS

30,000+

LYKKEN ON LENDING NOTIFICATIONS TO WEEKLY SUBSCRIBERS

20k - 50k

* ESTIMATED ADDITIONAL REACH THRU MORTGAGE INDUSTRY ASSOCIATIONS WEEKLY EMAILS / NEWSLETTERS THRU MBA, TMC, L1, CMLA , etc...

16,953

LYKKEN ON LENDING ALL-TIME HIGH WEEKLY DOWNLOADS

24,368

DAVID LYKKEN LINKEDIN CONNECTIONS

132,500+

WEEKLY IMPRESSIONS LINKEDIN

600,000+ LYKKEN ON LENDING TOTAL DOWNLOADS

click to watch:

VIDEO TESTIMONIAL WITH FINASTRA

<https://lykkenonlending.com/advertise-with-us/>

Would regular weekly podcasting help build trust with your customers?

Contact us for details.

Podcast Creation for your Thought Leadership program

– Please inquire for more details.

For inquiries, please contact:

Paul King, Lykken on Lending Program Director
paul@dl2productions.com

Hosted by:



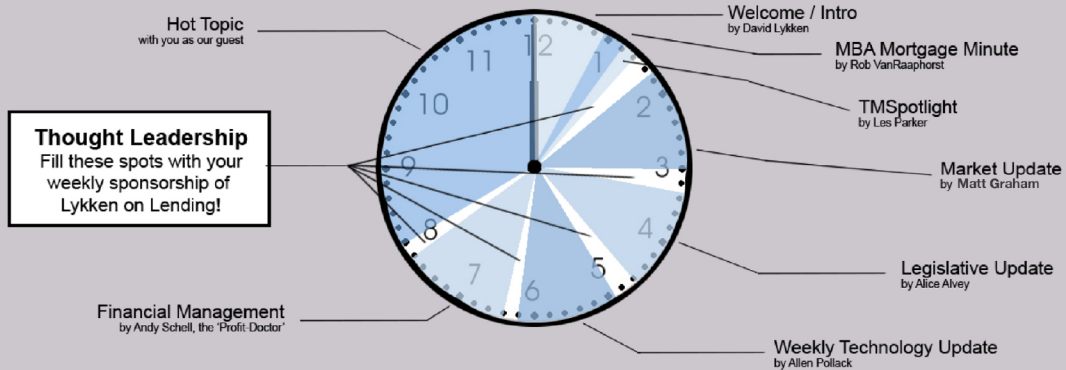
David Lykken
Lykken On Lending

Featuring:



The Mortgage Industry's leading podcast for weekly market, legislative, mortgage and technology news.

Created BY mortgage professionals FOR mortgage professionals, Lykken on Lending is a weekly 60-minute radio program styled "podcast" hosted by mortgage veteran, David Lykken. Lykken on Lending is LIVE Coast to Coast each Monday at noon CST.



Go to LykkenOnLending.com to listen to the podcast!

Details	Bronze \$10,000	Silver \$15,000	Gold \$25,000	Platinum \$30,000	Diamond \$35,000
Thumbnail logo linked to your website	✓	✓	✓	✓	✓
Additional Hot Topic Guest Spots (available at \$3000 or 4 at \$2500 ea.)	✓	✓	✓	✓	✓
Promotion before and after each Weekly Podcast (includes photo/logo during show, email to industry partners)	✓	✓	✓	✓	✓
Personal Promotions by David Lykken (at beginning, end, and during the show up to 30 secs.)	✓	✓	✓	✓	✓
Audio Excerpts provided from each Hot Topic Interview (downloadable links for social media marketing)	✓	✓	✓	✓	✓
Testimonial / Interview / or a Guest Hot Topic	1	1	2	4	6
Get mentioned during the show intro (5 secs.)		✓	✓	✓	✓
* One audio spot in the show			20 secs.	30 secs.	45 secs.
David Lykken speaking on behalf of Sponsor at Conferences for reduced speaking fee + travel expenses					✓
Vertical Market Exclusivity (to be negotiated at an additional fee)					✓
Work w/ Partner on Content Creation (scripting of audio clips, campaigns, recordings)					✓
* One Spot (various durations)	Your audio spot in the show cannot be an "info-mercial." We are looking to promote our sponsors by having audio segments that inform and educate our listeners and position you as a "thought leader" in the mortgage industry.				

Additional Services

Content Creation
(Scripting of audio clip and recording. This includes a downloadable link.)

- 00:05 minute \$1,500 net
- 00:10 minute \$2,000 net
- 00:15 minute \$2,500 net
- 00:20 minute \$3,000 net

Please ask about additional minutes and rates

Podcast Creation for your Thought Leadership program

– Please inquire for more details.

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