

SE Radio Podcast 2020 Rate Card

*Rated the #1 podcast for software developers
on Sprintly's "Developer Podcasts"*

Produced 36x a year and published by *IEEE Software* magazine, SE Radio podcast episodes are a lasting educational resource, not a newscast.

30,000+

average
downloads
per episode

77%

listeners involved
in purchasing
decisions

70%

listeners work for
companies with
100+ employees

66%

listen to
the entire
episode*



If you want to listen to some age-old wisdom, I feel like this podcast does a great job. Get ready to enjoy some pragmatic advice from industry leaders at Microsoft, Google, and other titans of tech.

*CALVIN KOEPKE, FULL-STACK
JAVASCRIPT ENGINEER, STUDIOPRESS*

Episode topics include:

- Software development
- Testing
- Application and network security
- Machine learning
- Blockchain
- Cloud computing, and more

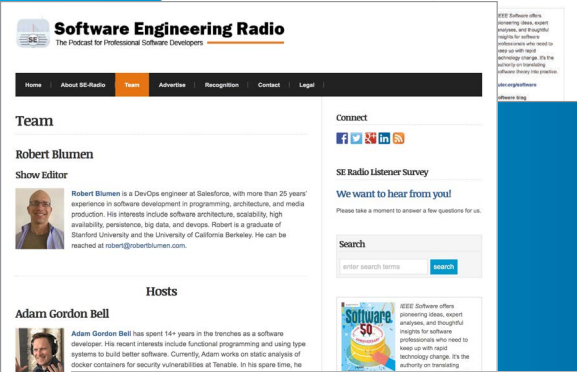
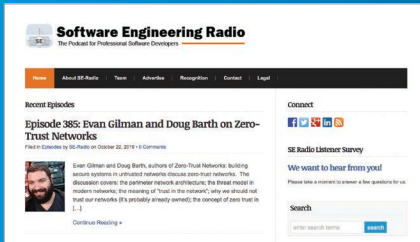


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www.se-radio.net

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Marie Thompson
marie.thompson@computer.org
Phone: +1 714-813-5094



SE Radio Episode Dates*	
January	14, 21, 28
February	11, 18, 25
March	10, 17, 24
April	7, 21, 28
May	5, 12, 19
June	9, 16, 23
July	14, 21, 28
August	11, 18, 25
September	8, 15, 22
October	13, 20, 27
November	3, 10, 17
December	1, 8, 15

Mechanical Requirements†		
Position	Time	Rate
Pre-roll	10–30 seconds (70 words max)	\$3,500
Mid-roll	30 seconds (70 words max)	\$3,000
Post-roll	10–60 seconds (140 words max)	\$2,000
Entire episode		\$8,500

*Podcast episode dates are subject to change without notice.

†Materials due 7 days before the podcast. Audio spots must be provided as 128 kbps MP3s. SE Radio can create custom ads starting at \$250.

Previous episode include:

- ✓ Neil Madden on Securing Your API
- ✓ Marcus Blankenship on Motivating Programmers
- ✓ Joel Spolsky on Startups: Growth and Valuation
- ✓ Diomidis Spinellis on Debugging
- ✓ Margaret Burnett on Gender, Cognitive Styles and Usability Bugs
- ✓ Claire Le Goues on Automated Program Repair
- ✓ Justin Richer on API Security with OAuth 2
- ✓ Heidi Howard on Distributed Consensus
- ✓ Bryan Helmig on Managing Distributed Teams

