



— the —
618 **NOW**
Podcast



MEDIA KIT



(Updated 1/8/25)



THE PODCAST

ABOUT

Join Jessica Lotz and Nick Miller every Friday morning for a snapshot of what's happening in the O'Fallon and Shiloh (Illinois) area right now. We'll give highlights of new developments and projects, details of upcoming events and report on good news happening in our community! Listen to The 618 Now to be in-the-know. This 8-10 minute weekly podcast was established in March 2021. The 618Now is a production of the O'Fallon-Shiloh Chamber of Commerce and O'Fallon Weekly.

JESSICA LOTZ

"Meet Jessica Lotz! She loves learning new things and sharing that knowledge with others!

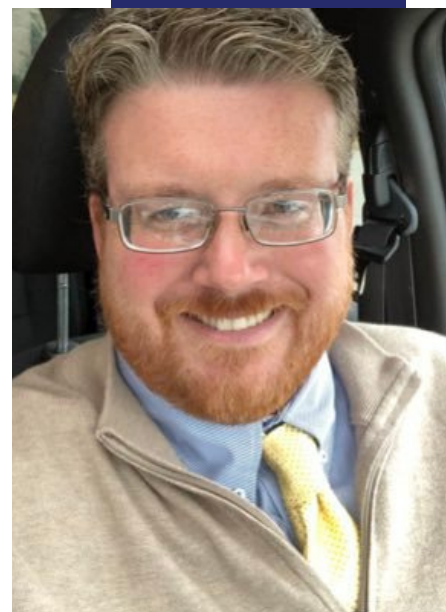
Her community involvement in government, with service organizations and the military provide unique perspectives on our City and the region. She meets a lot of people, learns interesting information and turns that into podcast content! She and her husband are long time residents of the City and together with their junior high-aged son, they enjoy cruising and being a very dedicated (and busy) baseball family!

Jessica also enjoys card games and spending time outside around the firepit.

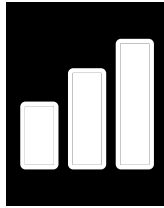
NICK MILLER

Nick Miller is the owner and editor of the O'Fallon Weekly. Nick graduated from Southern Illinois University at Carbondale with a bachelors degree in journalism before working for two weekly community newspapers and an AM radio station.

Prior to launching the O'Fallon Weekly in April of 2015, Nick worked for six years as a press and communications staffer at the Illinois House of Representatives.



THE DATA



Listeners

Total: **42,150**

2024 Total: **11,600**

Avg. Monthly Listens : **967**

Avg. Episode Listens : **190**



Top Platforms

 Apple Podcast: **48%**

 Spotify: **8%**

 Podbean: **4%**

 Other: **40%**



THE TESTIMONY

(Unsolicited feedback from online sources)

"You crack me up everyday!
You're such a light!"

"Love this podcast!"

"Awesome story!"

"Not only a proud follower of the 618 Now, but honored and blessed to call Nick and Jessica my friends! Great job to all who help get each broadcast posted!
#OFallonProud"



SPONSORSHIP OFFERINGS

The Plug




- 1 sponsor per episode
- Submit a draft script or work with us to create one
- 30-second ad mid-roll of an episode
- Chamber staff records advertisements
- Organization logo needed.
- Ads will be finalized 4 weeks before airing. Will be sent for approval before airing.



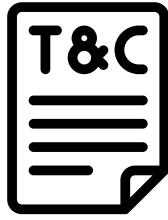
The Toll

- \$200 for 1 episode of sponsorship

Want to feature your business?

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Terms & Conditions

- Sponsor script & approval are required 4 weeks before airing of sponsorship
- The content of each episode is at the chamber's discretion
- Logo, website, or contact info required for social media and other promotion
- Sponsors choice of when their 1 spot is aired (based off availability)



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