



ChatEDU Sponsorship Information

In just one year, ChatEDU has become a leading global podcast on AI in education—now available in both audio and video. Hosts Matt Mervis and Dr. Elizabeth Radday offer insights, strategies, and humor, making AI's impact on education engaging and accessible. Loyal listeners return weekly for curated content and the dynamic rapport between Matt and Liz.

Podcast Metrics



Audience

25,000+ all-time plays, 1,000+ followers, and 311 plays per episode on Spotify.



Global Reach

Listeners from the U.S., Canada, Australia, the U.K., and New Zealand.



Engagement

73% follow rate with 600 daily Spotify listeners.



Loyalty

Top-rated in its niche, strong reviews and episodes averaging 70% consumption.

Sponsorship Details

\$100

per episode

Pre-Roll
(15 seconds)

\$140

per episode

Mid-Roll
(15 seconds)

\$75

per episode

Post-Roll
(15 seconds)

\$500

per episode

Sponsored Episode
(Exclusive add positions)

Why Sponsor?

ChatEDU is a **trusted voice in AI and K-12 education** with a highly engaged audience, including education leaders and decision-makers. ChatEDU has **proven engagement** - internal house ads for EdAdvance's AI Micro-Credential consistently fill six-week cohorts with listeners nationwide.

How to Sponsor?

Email us: chatedu@edadvance.org



Listener Reviews

*This is **my favorite educational podcast!** The cold opening is my favorite part and always makes me laugh. Matt and Liz are the best co-hosts and are doing an amazing job! So informative! Keep up the great work!*

*Through interesting examples, news, and anecdotes Matt and Liz make a compelling case that AI is a "literacy" that we cannot afford to ignore. **Highly recommended for all educators** and anyone interested in AI!*

*Matt and Liz provide current information about AI that can be **immediately and safely used by teachers and administrators**. Their discussion of the value as well as the potential pitfalls of AI is balanced and thoughtfully explained.*



www.skills21.org/podcast