



ChatEDU Sponsorship Information

In just one year, ChatEDU has become a leading global podcast on AI and 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

30,000+ all-time plays, 1,700+ followers, and 500 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

\$120

per episode

Pre-Roll
(15 seconds)

\$175

per episode

Mid-Roll
(15 seconds)

\$95

per episode

Post-Roll
(15 seconds)

\$625

per episode

Sponsored Episode
(Exclusive add positions)

Why Sponsor?

ChatEDU is a **trusted voice in AI and 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

“WOW! I LOVE how you **take the scary edge off** and provide not only broad coverage of AI, but **detailed explanations of the nuances** as well. Very inspiring, fun, practical, user-friendly and chock full of useful info.

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!

Listening to Matt and Liz keeps me **updated on the new capabilities emerging continuously**... If you're interested enough to read this far into the review, then you should definitely be listening to Matt and Liz!



www.skills21.org/podcast