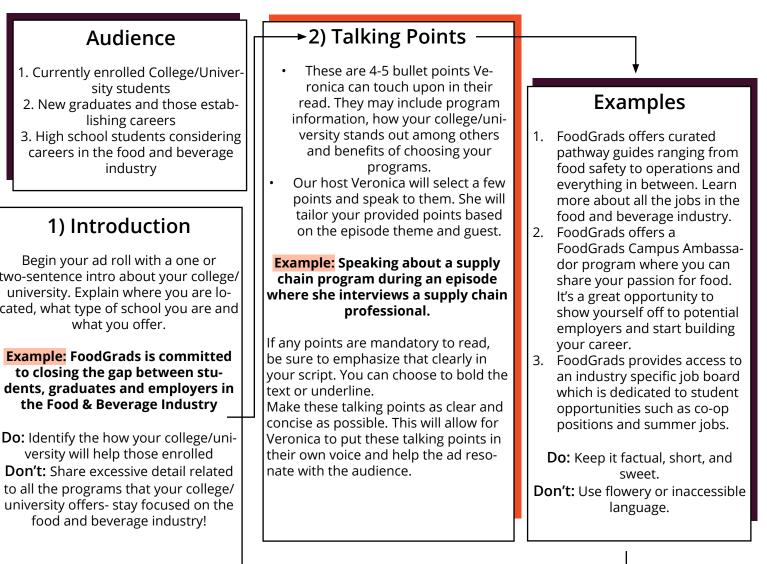
## How to Design a Great Mid-Roll Ad on the FoodGrads Podcast

Thank you so much for being an education partner with FoodGrads! We appreciate the support and love that we can share information with students that can help them on their career journeys. Our goal with incorporating ads into the podcast episodes is to create value for the students and encourage them to explore your programs even more! Our podcast host Veronica Hislop will read ads during the middle of the episode as an ad-break.



## 3) Call to Action



This is the ad finisher, your Call to Action where you direct listeners to an action such as checking out your website. Our suggestion is that you direct students to our FoodGrads Education Partner website.

## Example: Check out FoodGrads.com for more information on exciting jobs, career information, industry mentors and training opportunities for professional development.

**Do:** Try to make the call to action specific and only require one call to action. **Don't:** Overwhelm the messaging as podcasts are intimate medium (think radio). However, this is their strength