

Advertiser and Media Kit

Sponsorship opportunities on the EMS Leadership Podcast

> **Our mission:** To sustain the leaders of today while preparing and supporting the leaders of tomorrow.

Reach the people who lead EMS and public safety, and those preparing to lead next. The EMS Leadership Podcast is a video and audio show from The Public Safety Consulting Group (PSCG), hosted by paramedic and EMS executive Michael A. Loiz, launching in early 2027.

The audience

- EMS chiefs, directors and officers in municipal, fire-based, hospital-based and private EMS
- Field supervisors and those preparing for leadership roles
- 911 and emergency communications center managers and QA staff
- Municipal leaders, medical directors, educators and EMS association leaders
- Aspiring leaders of tomorrow: field providers, FTOs, Explorers and union leaders

Audience figures will be reported after launch. Sponsors who join before launch receive founding-sponsor terms.

Why sponsor

- A focused, professional audience of decision-makers rather than a general consumer audience.
- Video and audio episodes, with clips shared on YouTube, LinkedIn and PSCG channels.
- A host with more than 32 years in EMS and long-standing relationships across Connecticut and national EMS organizations, backed by a published Sponsorship and Advertising Policy.

Sponsorship options (rates on request)

Package	What is included
Founding / Presenting Sponsor	Named as the presenting sponsor in each episode for a season, opening and mid-roll messages, logo on the podcast page and episode artwork, and show-note links.
Episode Sponsor	One opening and one mid-roll message in a single episode, sponsor mention in show notes and promotional posts for that episode.
Segment Sponsor	Sponsor a recurring segment, for example a leadership tip or a quality-improvement spotlight, across several episodes.
Video and social add-ons	Logo in the video version, sponsored clip posts and newsletter mentions.

Specifications

- Host-read messages are usually 30 or 60 seconds. PSCG writes and approves the final copy from your talking points.
- Logos: SVG, EPS, PDF or transparent PNG at least 1500 pixels wide. Materials are due 10 business days before the publish date.

> **Next step:** complete the Sponsor Inquiry form at https://thepscgroup.net/podcasts/sponsor-inquiry/ or email info@thepscgroup.net or call (203) 343-0433. All sponsorships follow the PSCG Sponsorship and Advertising Policy.