



**MOSTLY  
SUPERHEROES**

***MORE THAN A***  
**PODCAST**

# *WE ARE A* **PODCAST & COMMUNITY**

that celebrates TV and film,  
music, and the arts by featuring fans,  
interviewing guests, and highlighting  
stories that capture the  
human experience.



## *OUR MISSION*

is to bring people together and lift each  
other up, sharing stories that inspire  
and motivate us to live our **best lives.**

Join hosts Logan, Andy the Giggler, Scotty Scoop, and the squad as they guide you through the complex TV and film landscape, breaking down all the multi-verses and keeping you up-to-speed on stories they deem worthy on the Mostly Scale.

Topics cover everything from Marvel, DC, and Star Wars, to interviews with our heroes, and special features of our favorite things.



We are passionate about creating **quality content** that is enjoyable and accessible



We foster a community that **shares and engages** with our content across channels, and through fan mail, contests, and giveaways



We host **in-person events** celebrating our favorite things while partnering with and supporting our favorite organizations



# MEET MOSTLY SUPERHEROES

Executive Producer and Host, Logan Janis, has dreamed of having his own talk show his whole life. Leveraging his experience in radio and passion for TV and film, he set out to build a show that is entertaining, informative, accessible, and authentic — launching Mostly Superheroes in 2020.



**LOGAN JANIS**

**EXECUTIVE PRODUCER & HOST**

---

Stories

Superhero stuff

Watch and re-watch

---

He's seen *Lost* 10+ times and invented the Screen & Social (the extended movie experience)



**ANDY HUNN**

**CO-HOST**

---

Marvel and DC

Sports

Movie premieres and video games

---

He's currently auditioning for *Wheel of Fortune* and has bowled a perfect game in *Wii Bowling*



**SCOTT SWANGUARIM**

**CO-HOST**

---

Comics

D&D

Deep knowledge guy

---

He's collected over 5000 comics and graphic novels and built his own movie theater

**100+**

**PODCAST  
EPISODES**

**5**

**SEASONS**



**GROWING  
OUR SQUAD**

**10,000**

online  
subscribers  
and followers

**FANS TUNE-IN ON OUR WEBSITE, WHERE YOU  
GET PODCASTS, AND ON OUR SOCIAL CHANNELS**



**HIGHLIGHTING  
CAUSES WE SUPPORT**



**TINY  
SUPER  
HEROES**



Huntington's Disease  
Society of America



American  
Foundation  
for Suicide  
Prevention

**FEATURING  
GUESTS FROM**

**COMICBOOK.COM**

**THE PHASE ZERO PODCAST**

**ARTISTS, MUSICIANS,  
PEOPLE DOING COOL THINGS**



35 Best Superhero Movies  
& TV Shows Podcasts  
FEB 12, 2024



8 Podcasts You Should  
Subscribe to Right Now  
MAY/JUNE 2021



50 Podcasts to Discover  
MAY, 2022

**4 LIVE EVENTS**  
SMASH BROS TOURNAMENT 1&2  
SCREEN & SOCIAL  
SQUAD HAPPY HOUR



alamostl  
@alamostl

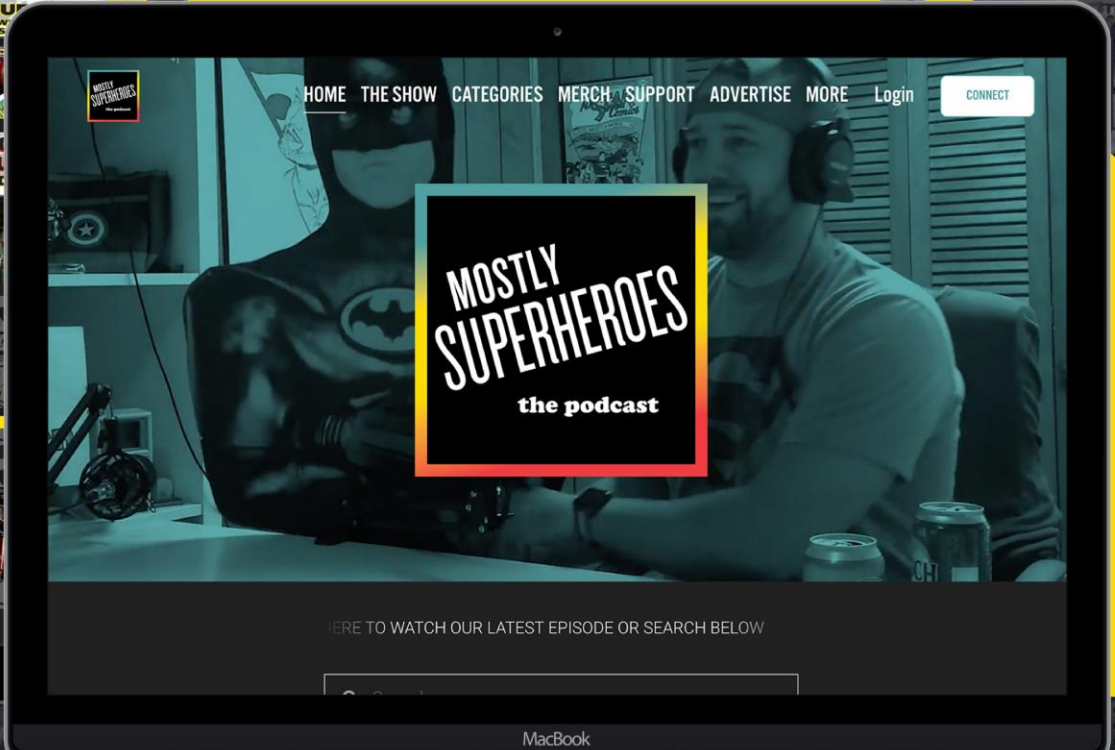
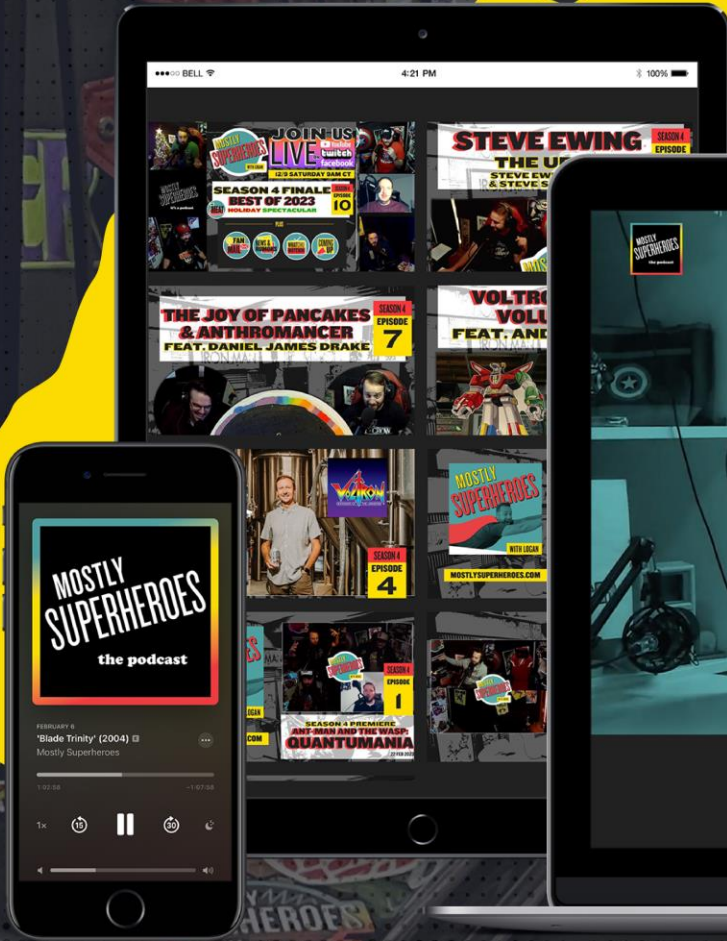
Have we mentioned how much we adore our friends at [@mostlysuperhero](#) yet? Thank you for a fabulous experience!  
[#screenandsocial](#) [#alamodrafthouse](#) [#mostlysuperheroes](#)



Mostly Superheroes  
@mostlysuperhero

Enjoy this highlight reel from our recent first ever Mostly Superheroes' Screen & Social. We can't wait to do it again. It was soooooo much fun!

# WELCOME TO THE MOSTLY SUPERHEROES UNIVERSE



# OUR SQUAD

TV and film lovers

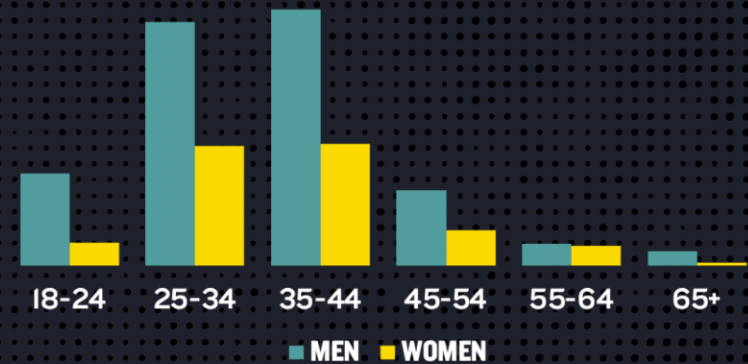
Fans of Marvel, DC, Star Wars

Comic book collectors

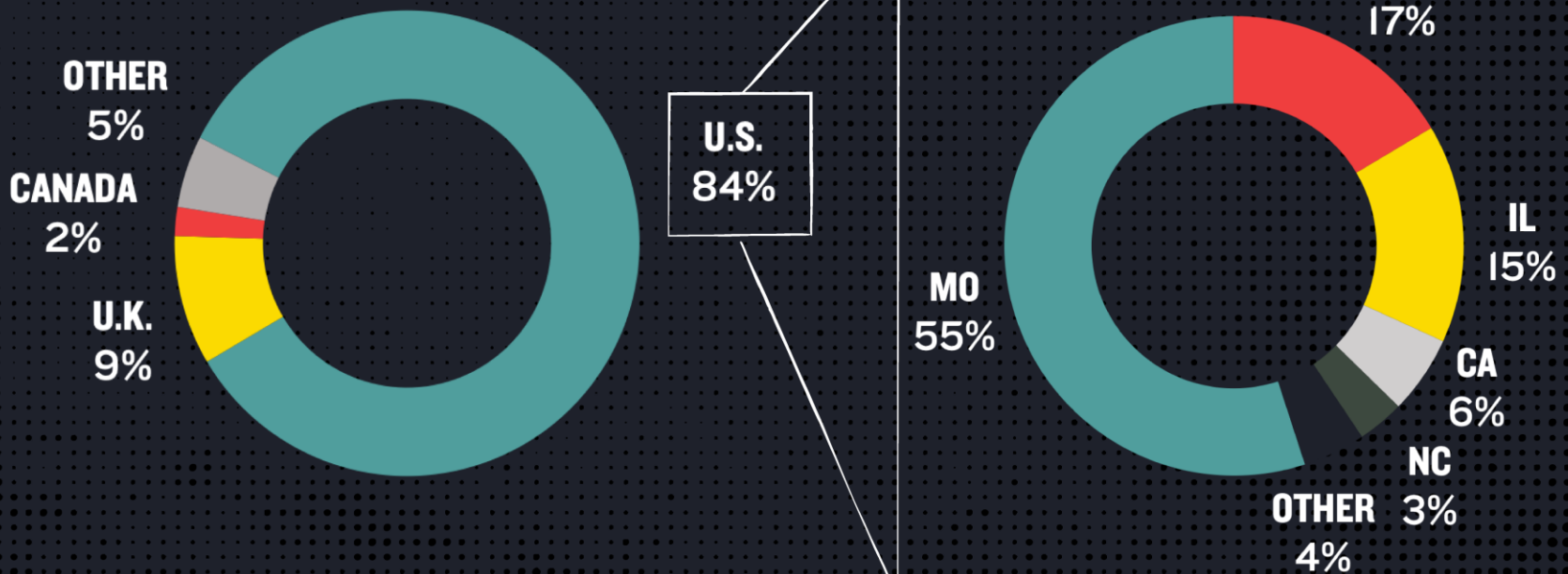
Video game players

Enjoys behind-the-scenes insights  
and analysis of their favorite media

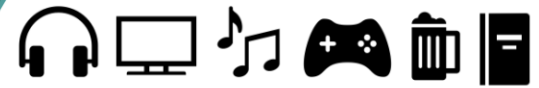
## AGE & GENDER



## LOCATION







## ***DIEHARD FANS***

**WHO LOVE TV, FILM,  
MUSIC, AND LISTEN  
TO PODCASTS.**

They grew up with the comics, and keep up with the currents.

They like to dive deep into stories and discuss more than their friends.

They need a trusted source to get news, reviews, and recommendations.

Buys tickets for premier way ahead of time.

## ***CASUAL VIEWERS***

**TOEING THE NERD  
LINE. THEY'RE INTO  
IT, BUT AREN'T GOING  
TO COMICON.**

A parent who doesn't have time to watch everything, but wants to keep up with it, too.

Someone who watches while scrolling on their phone and is left with more questions than answers at the end of a season finale.

Waits to stream at home. Might not even pay to rent.

## ***PODCAST LISTENERS***

**SEARCHING FOR  
SOMETHING NEW.  
THEY ARE TIRED OF  
TRUE CRIME, NEED  
SOMETHING FRESH.**

People who are craving the connection and conversation of a talk show, mixed with news, watch recommendations, and special features that inspire.

**IT STARTS WITH THE  
EPISODE**

**MOSTLY  
SUPERHEROES**

**the podcast**

**'Blade Trinity' (2004)**

VIDEO EPISODE

FEB 6 • 2 HR. 10 MIN



**VIDEO & AUDIO WITH  
SPECIAL PATRON CONTENT**

**WHATCHU  
EATIN'**

**FAN  
MAIL**

**NEWS &  
RUMORS**

**WHATCHU  
SHARIN'**

**THE  
MEAT**

**CLASSIC EPISODE**

# EPISODE LAUNCH

## MOSTLY SUPERHEROES

the podcast

'Blade Trinity' (2004)

VIDEO EPISODE

FEB 6 • 2 HR. 10 MIN



AVAILABLE ON STREAMING  
PLATFORMS AND OUR WEBSITE

# CONTENT CHANNELS

**MOSTLY  
SUPERHEROES**  
the podcast

**EPISODE CLIP**

**MOSTLY  
SUPERHEROES**  
the podcast

**EPISODE CLIP**

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the podcast

**EPISODE CLIP**

**MOSTLY  
SUPERHEROES**  
the podcast

**EPISODE CLIP**



**CONTENT & POSTS DRIVE  
ENGAGEMENT ACROSS CHANNELS**

# WITH PLENTY ON THE HORIZON

**THE MOSTLY  
NEWSLETTER**  
12 ISSUES/YEAR



**CLASSIC EPISODES**  
20 EPISODES/SEASON

DATE	THE MEAT (FEATURE)	
1.31	RANDY NOLDGE: CYCLE SHOWCASE ST. LOUIS AND THE PAGEANT	✓
2.16	BLADE TRINITY	✓
2.28	APOTHEOSIS COMICS WITH MARTIN CASAS	✓
3.7	STEVE EWING	
TBD	AQUAMAN 2 THE LOST KINGDOM	
TBD	THE MCU EPISODE	
TBD	THE BOYS SEASON 4 ON AMAZON PRIME	
TBD	STAR WARS EPISODE	
TBD	VOLTRON BEER WITH 4 HANDS BREWING COMPANY	
TBD	DEADPOOL 3	

**SNACK  
EPISODES**

SHORT FORM,  
SPECIAL FOCUS  
CONTENT



**LIVE EVENTS**  
FROM SQUAD  
HAPPY HOURS  
TO OUR SCREEN  
& SOCIAL





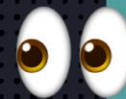
**WE ARE AN INDEPENDENT PODCAST.**

We raise all of our  
funding ourselves.

We are proud to offer a range  
of advertising and sponsorship  
options – all delivering  
**unique value** to our partners.

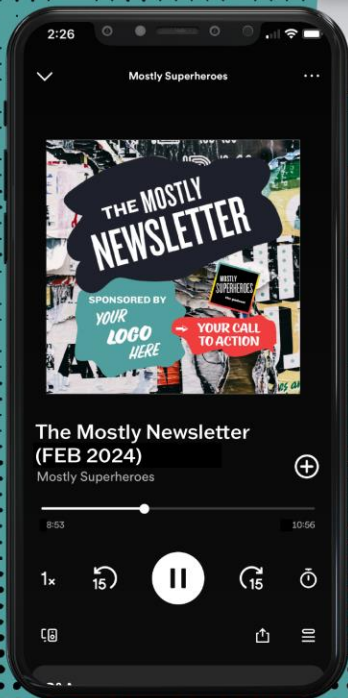
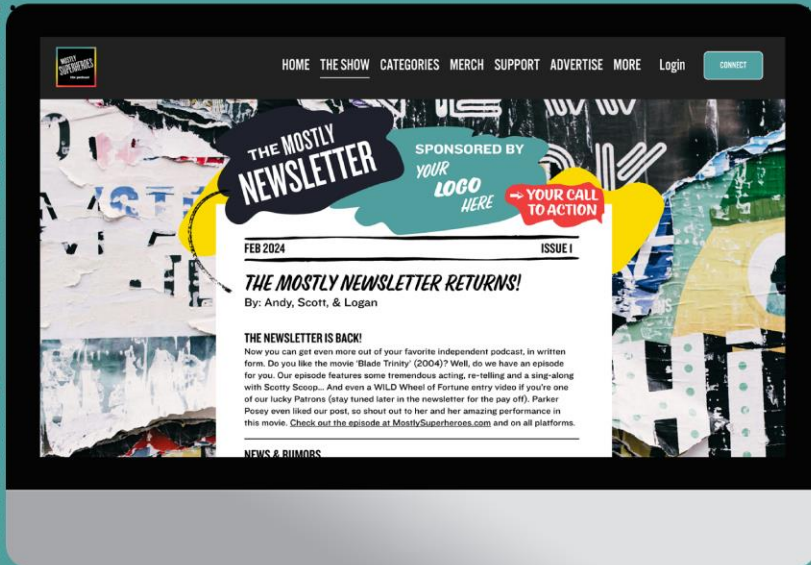
# SPONSOR THE NEWSLETTER

Distributed monthly to our squad via email, released as a podcast, and published on our website.



## EYES ON YOUR BRAND

EVERYWHERE OUR NEWSLETTER LIVES



12 NEWSLETTERS PER YEAR

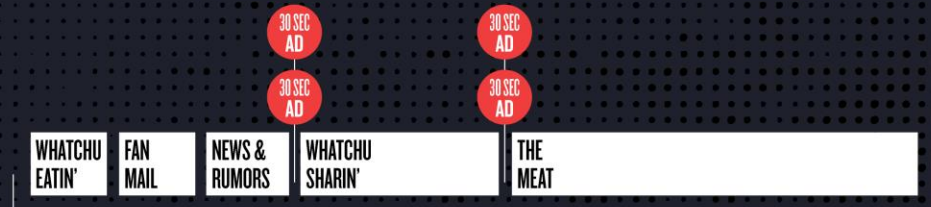
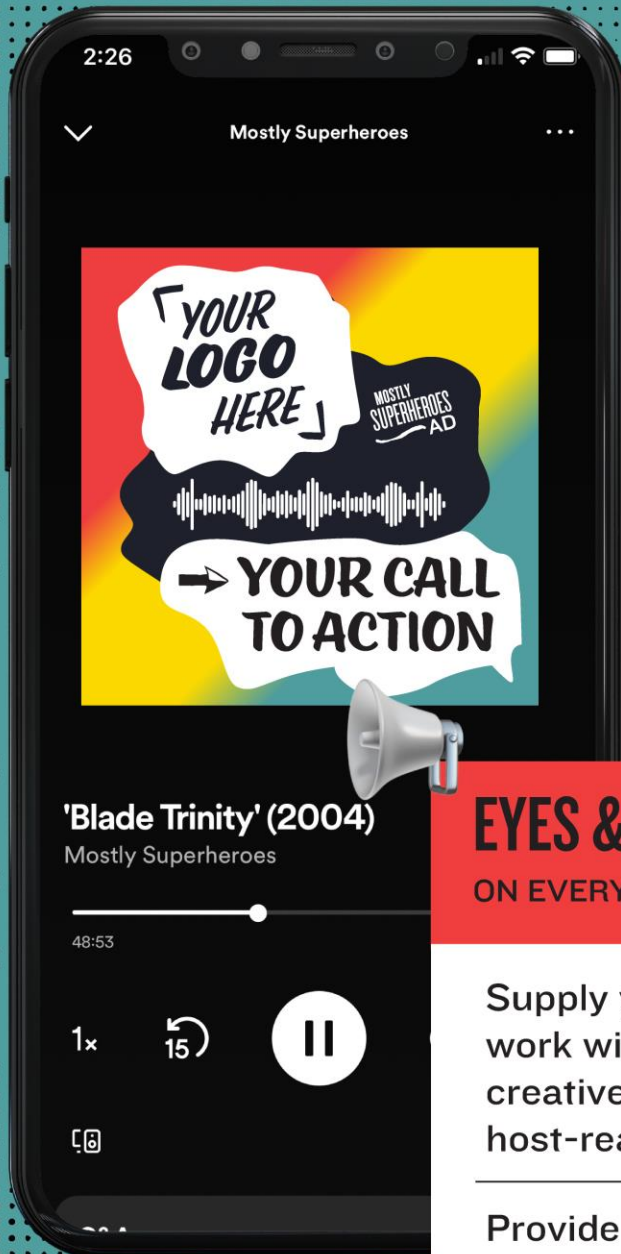
SPONSOR ONE MONTH - \$250

SPONSOR ONE YEAR - \$2,500

GET 2 FREE

# ADVERTISE ON THE SHOW

Ads run between main segments of classic episodes and in the middle of snack episodes. Ads are baked into episodes and are available in our full episode library forever.



*CLASSIC EPISODE*



*SNACK EPISODE*

## EYES & EARS ON YOUR AD

ON EVERY PODCAST CHANNEL

Supply your own ad or work with our in-house creative team to craft your host-read ad

Provide your logo and call-to-action for a custom graphic shown during your ad on our video channels

30 SEC AD  
STARTING AT \$100

60 SEC AD  
STARTING AT \$200



# SPONSOR A SEGMENT OF A CLASSIC EPISODE

## WHATCHU EATIN' - \$200

Top of the episode segment

We'll feature your restaurant/food/other in our 1-2 minute intro

(I) Video clip for social sharing after episode launch



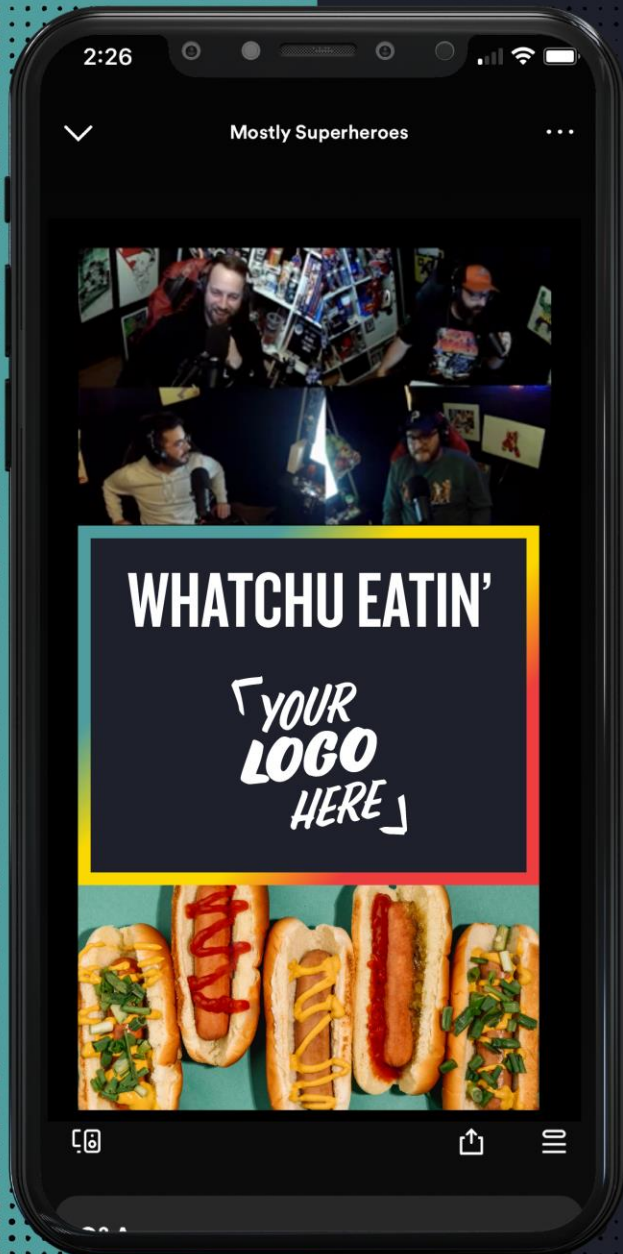
## RAISE BRAND AWARENESS

PROMOTE YOUR BUSINESS WITH DIRECT ACCESS TO OUR AUDIENCE ACROSS PLATFORMS

Provide your logo and call-to-action for a custom graphic shown during your segment on our video channels

After the episode launch, you'll get links to download and embed video files

Collaborative social strategy for posting



# SPONSOR A SEGMENT OF A CLASSIC EPISODE

## WHATCHU SHARIN' - \$500

The fun before the feature segment

---

We'll mention your brand at the beginning and end of the round table segment

---

Multiple clips for social sharing after episode launch



### CREATE CONSUMER INTEREST

PROMOTE YOUR BUSINESS WITH DIRECT ACCESS TO OUR AUDIENCE ACROSS PLATFORMS

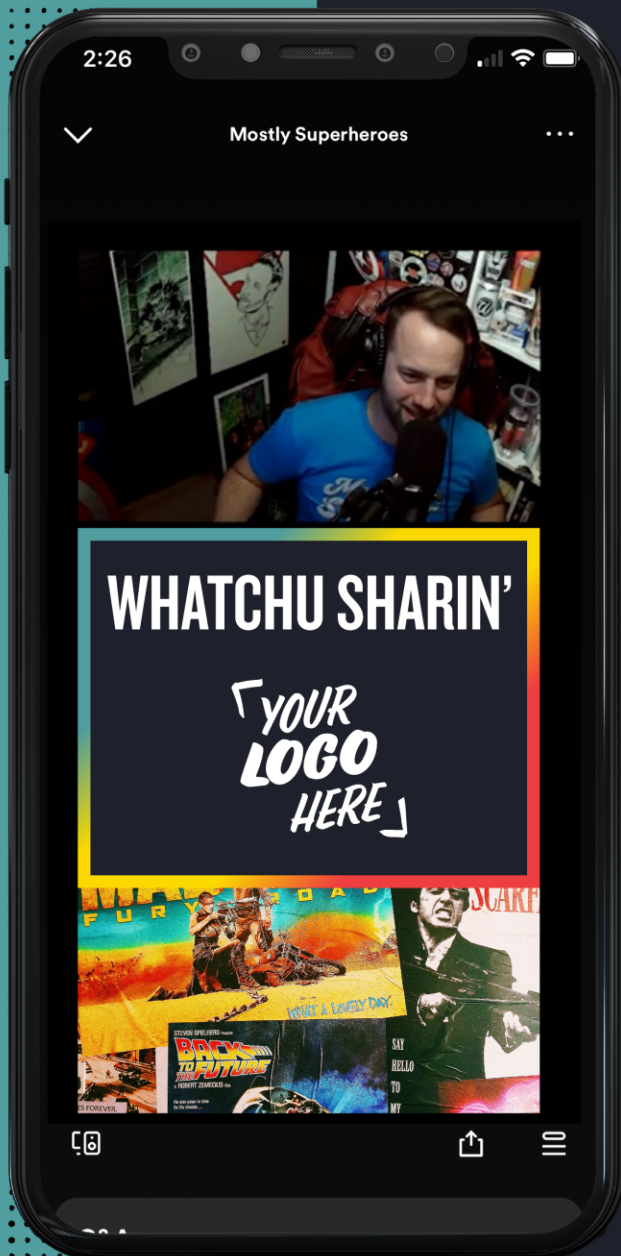
Provide your logo and call-to-action for a custom graphic shown during your segment on our video channels

---

After the episode launch, you'll get links to download and embed video files

---

Collaborative social strategy for posting



# SPONSOR A SEGMENT OF A CLASSIC EPISODE

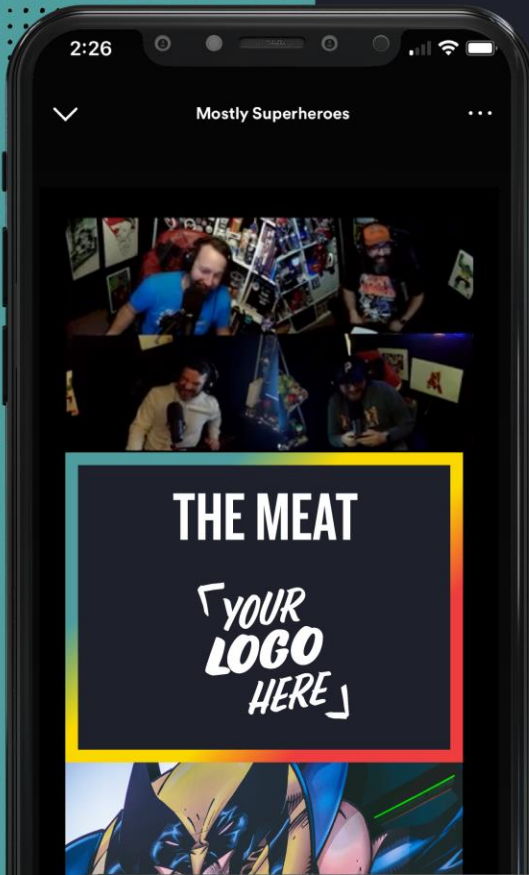
## THE MEAT - \$1,000

The main event –  
our feature segment

We'll mention your  
brand at the  
beginning, middle,  
and end of the main  
segment

Multiple clips for  
social sharing after  
episode launch

Branded banner  
on episode page  
of website



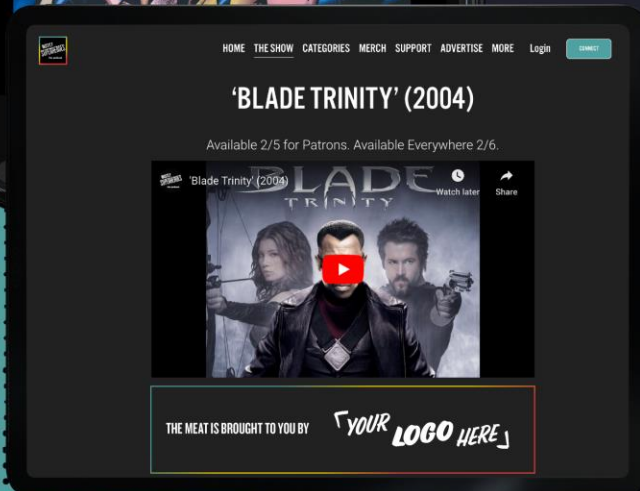
## DEEPER AUDIENCE ENGAGEMENT

PROMOTE YOUR BUSINESS WITH DIRECT ACCESS  
TO OUR AUDIENCE ACROSS PLATFORMS

Provide your logo and call-to-action  
for a custom graphic shown during your  
segment on our video channels.

After the episode launch, you'll get links to  
download & embed video files.

Collaborative social strategy for posting.



# SPONSOR A FULL EPISODE

**CLASSIC EPISODE - \$1,500**

**BEST VALUE**

2 (60 sec) ad spots  
at the top and end  
of episode

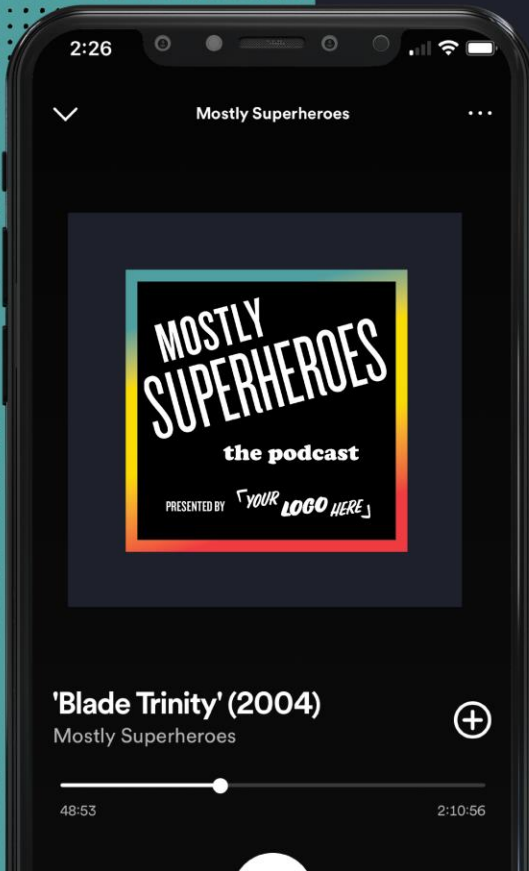
Your brand on  
episode art

Brand mention in  
Whatchu Sharin'

Branded banner  
on episode page  
of website

Brand mention in  
The Meat

Multiple clips for  
social sharing after  
episode launch

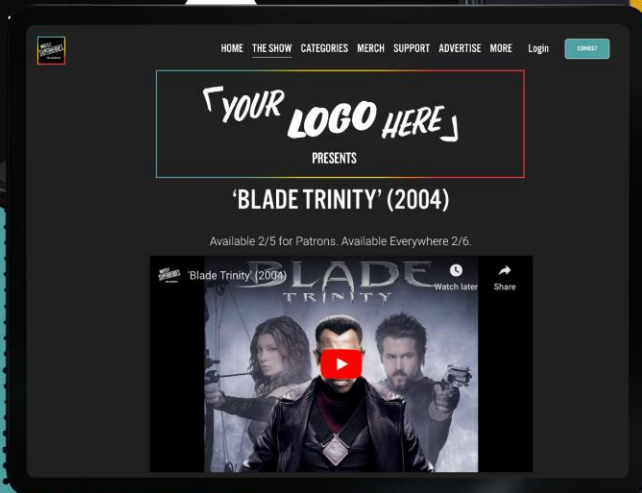


## PRIME COVERAGE ACROSS MEDIA

Provide your logo and call-to-action  
for a custom graphic shown throughout  
your episode on our channels

After the episode launch, you'll get links  
to download and embed video files

Collaborative social strategy for posting



# SPONSOR A FULL EPISODE

## SNACK EPISODE - \$500

1 (60 sec) ad spot  
at the middle of the  
special episode

Brand mention at  
the beginning and  
end of the special  
episode

Your brand on  
episode art

Branded banner  
on episode page  
of website

Multiple clips for  
social sharing after  
episode launch

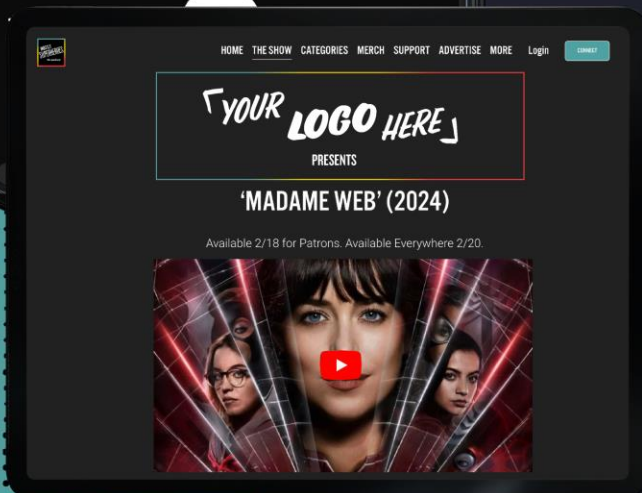
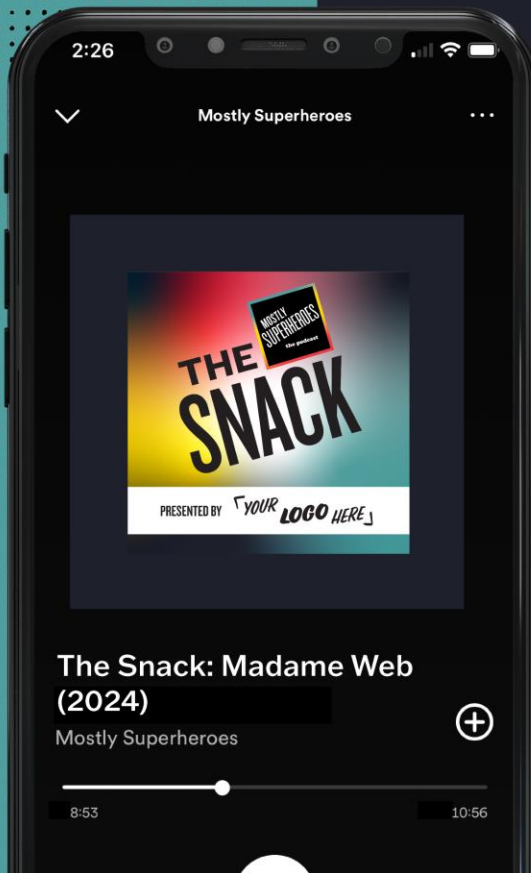


## SHORT FORM SPECIAL CONTENT

Provide your logo and call-to-action  
for a custom graphic shown throughout  
your episode on our channels

After the episode launch, you'll get links  
to download and embed video files

Collaborative social strategy for posting





## ***SPONSOR A FULL SEASON***

**20 CLASSIC EPISODES - \$25,000**

**\$1,250 PER EPISODE**

2 (60 sec) ad spots at the top & end of each episode

---

Brand mention throughout segments

---

Your brand on episode art

---

Branded banner on episode page of website

---

Branded banner on home page of website

---

Your own landing page on our website

---

Multiple clips for social sharing after each episode launch

### **SPECIAL STORY FEATURE:**

Your own podcast episode, designed with our in-house creatives to tell your story

---

First option to sponsor annual Screen & Social event

---

First option to sponsor next season



## **YOUR CUSTOM, EXCLUSIVE OPTION**

We get to know you and your business and embed your brand in a way that aligns with your goals and messaging

# SPONSOR AN EVENT



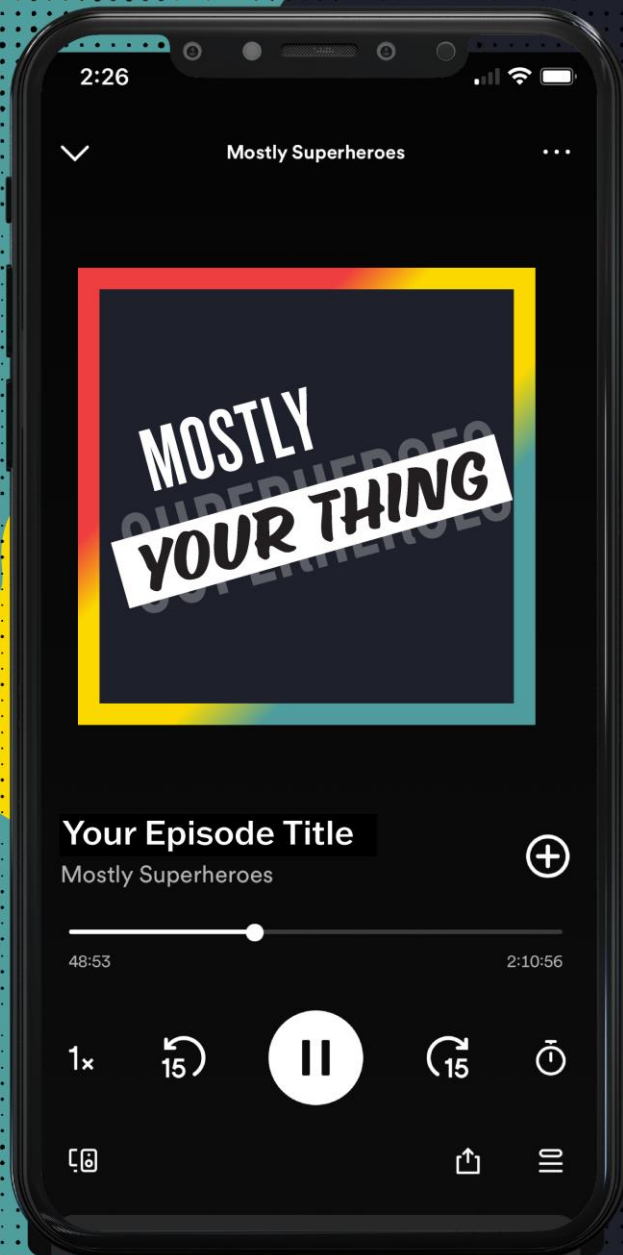
**MOSTLY SUPERHEROES**  
**SUPER SMASH BROS.™**  
 ULTIMATE  
**Tournament**  
 21+ ONLY  
**FRIDAY, FEBRUARY 25<sup>TH</sup>**  
 DOORS OPEN @ 7 - TOURNAMENT @ 8PM  
 PRIZES FOR THE TOP 3 COMPETITORS  
 EXTRA SCREENS FOR FRIENDLY MATCHES  
**BRING YOUR OWN CONTROLLER**  
[mostlysuperheroes.com/events](http://mostlysuperheroes.com/events)



**MOSTLY SUPERHEROES'**  
**SCREEN & SOCIAL**  
**SATURDAY**  
**JUNE 24, 2023**  
 EXTENDED MOVIE EXPERIENCE  
**SPONSORED BY**  
 YOUR LOGO YOUR LOGO YOUR LOGO  
 YOUR LOGO YOUR LOGO YOUR LOGO  
**10 AM** PRE-SOCIAL BRUNCH | DOOR PRIZES | LIVE MUSIC\*  
 \*TBD, FINGERS CROSSED  
**12 PM** SCREEN DC'S 'THE FLASH' IN OUR PRIVATE THEATER  
**3 PM** POST-SOCIAL HANG OUT AT THE BAR | TASTING FROM WELLSPENT BREWING CO.  
 ALAMO DRAFTHOUSE CINEMA  
 CITY FOUNDRY ST. LOUIS  
 PROCEEDS BENEFITING  
 TEAM JAKEV  
 TINY SUPERHEROES  
 BOYS & GIRLS CLUBS OF GREATER ST. LOUIS  
 MOSTLY SUPERHEROES INDEPENDENT PODCAST

GET MORE INFO & BUY TICKETS SOON @ [MOSTLYSUPERHEROES.COM](http://MOSTLYSUPERHEROES.COM)





## CONNECT FOR PRICING

Your Podcast Episode Presented by  
Mostly Superheroes

Collaborate with our in-house team to plan an episode together and record in our studio or at your preferred location.

We'll produce and launch the episode on our channels

After the episode launch, you'll get links to download & embed video files

Collaborative social strategy for posting





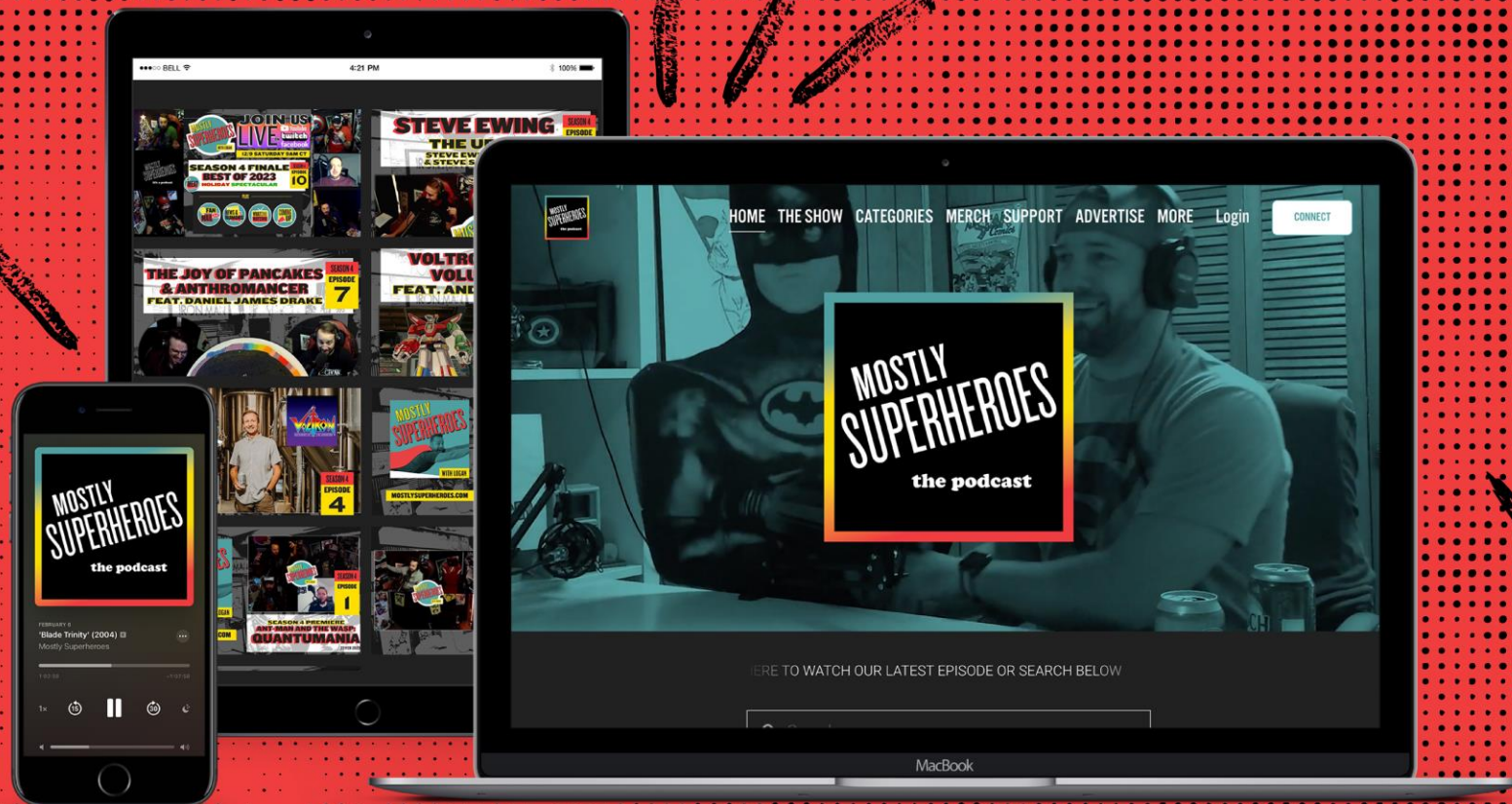
*WANT YOUR OWN*

**PODCAST?**

**CHECK OUT OUR PODCAST SERVICES  
AT CARROGAN STUDIOS**



**LOGAN@MOSTLYSUPERHEROES.COM**



**JOIN THE SQUAD,  
SUPPORT OUR MISSION,  
LET'S HAVE SOME FUN.**

**MOSTLYSUPERHEROES.COM**

