



SANDSTONE

2026 MEDIA KIT

Advertising Opportunities

Sandstone Media is a division of the Sandstone Group focusing on the dissemination of industry thought leadership to targeted markets and audiences. Thought leadership transcends markets, company size, and countries, and is a major reason for new business. People want to buy from leaders in their industry and do not want to waste their resources on a pilot project.



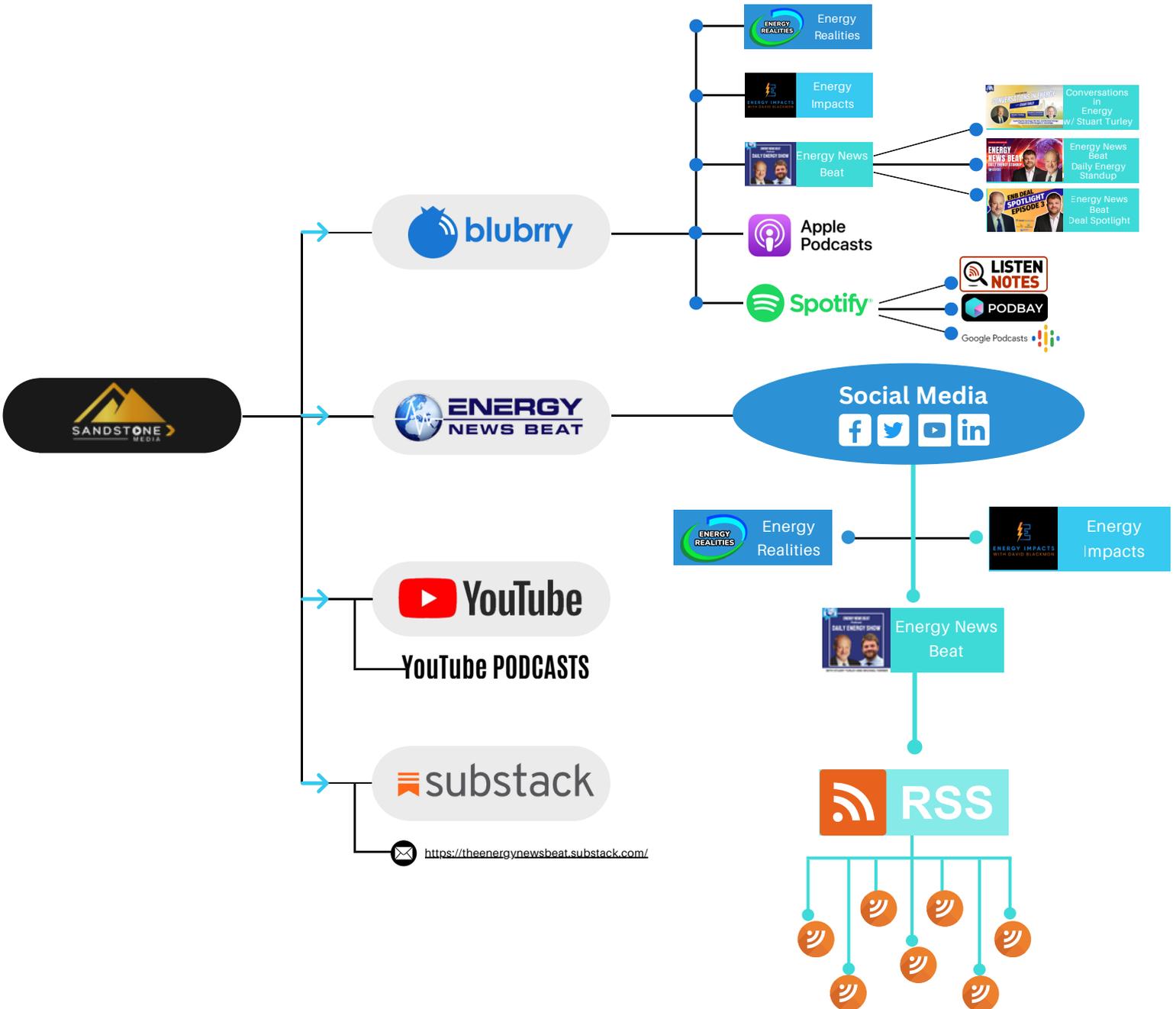
Thought leadership is one of the core elements of any marketing strategy. The vision starts with the board and CEO. Once this is articulated, framed, and sent through the marketing machine it can impact sales and the future of the organization.

Marketing can use paid advertising, or it can create a machine for organic growth. The thought leadership approach can save money in the long term, as you will not be at the platform or advertising channel whims or capabilities. Search engines prefer original, consistently produced, and located across all content distribution channels. If the content is important enough to be disseminated to all the channels, the place where it is housed must also be important. The following diagram is a representation of the current Sandstone Media thought leadership structure and ad system.

We are in an environment of global censorship through the mainstream media, search engines, and big tech companies. If your story and company messaging go against the political narrative, your organization will be challenged to get new students, customers and grow your footprint, and meet your mission statement.

Our methodology has been successful in being able to set up content delivery systems in the Investment, Medical, and Energy markets. We are focusing on a program to turn all of our podcasts and content to get our next generation of students, and trade school, the material for an understanding of markets with facts, physics and information from all viewpoints for critical thinking. Providing testing, curriculum, and teaching aids are being worked on for distribution to homeschool consortiums, charter schools and trade schools.

Sandstone Media Network



Flagship Channel

Energy News Beat Podcast

LISTEN SCORE RANKS
ENB IN THE

TOP 10%

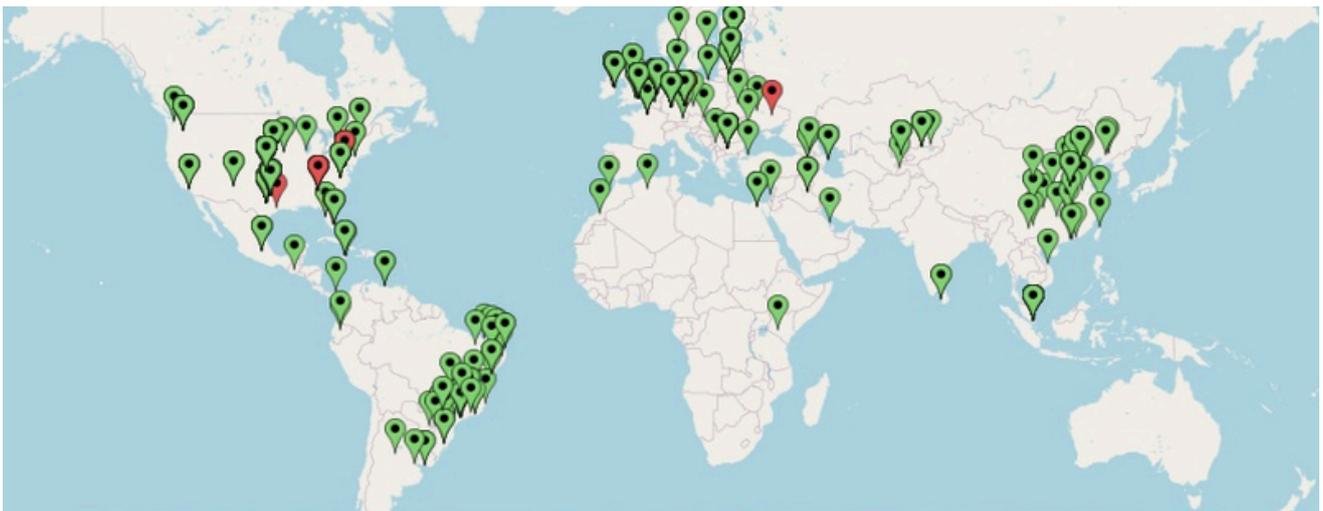
of all podcasts Globally.

GLOBALLY RANKED
NUMBER

4

by FeedSpot's list of top 80
Energy Podcasts

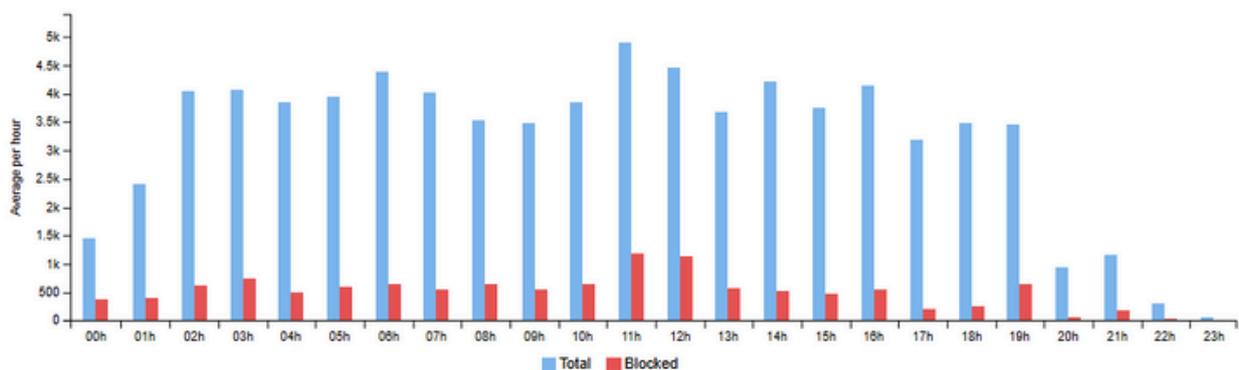
Direct 9.8 million visitors in 2024, with a run rate in 2025 of 19 million transcripts read through the RSS Feeds. We experienced a 47% increase in traffic year over year, and we are expected to accelerate those numbers. The following is an example of spot check on hourly traffic.



Geofencing of IP numbers shows total global coverage in news stories with 70% volume in the US.

Total views on YouTube and X is **454,000**

Average Traffic per Hour



Blubrry

TOTAL SHOW LISTENS

2.3M



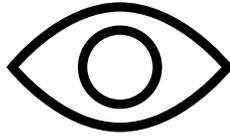
2,389,265

TOTAL SHOW LISTENS

1,047 EPISODES

93% Listen Rate for Length of
Time on Podcast on Apple and
Spotify

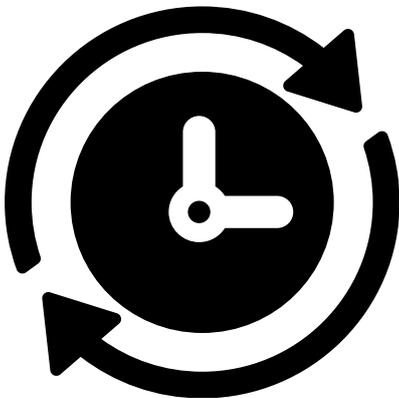
Youtube



PEOPLE VIEWED

287,493

of all podcasts Globally



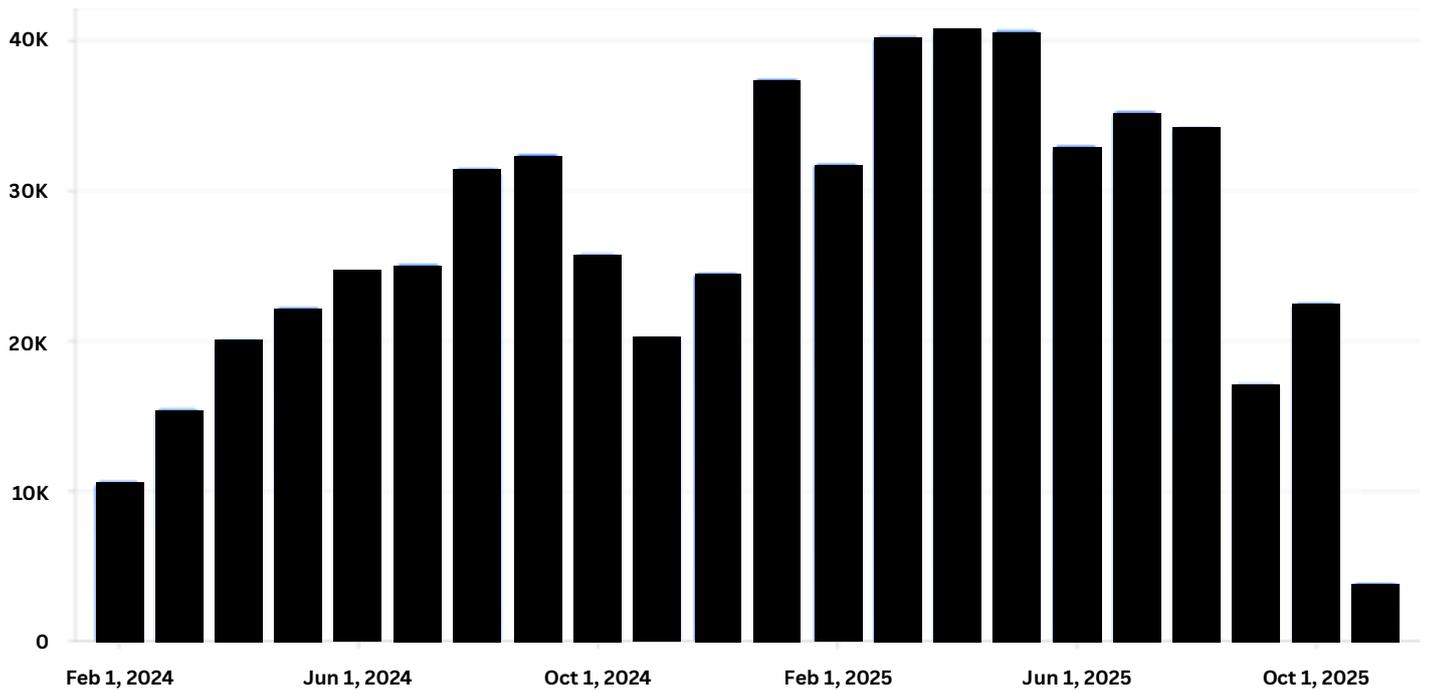
20,064 hours on
YouTube with a
263% increase in
subscriptions.

Substack

USERS

186,520

600,991 articles and transcriptions read in 2024 and YTD 2025



Total estimated Podcast Transcripts read in 2024 8.2 million with run rate targets of 19.8 million transcripts read in 2025.

Twitter

IMPRESSIONS

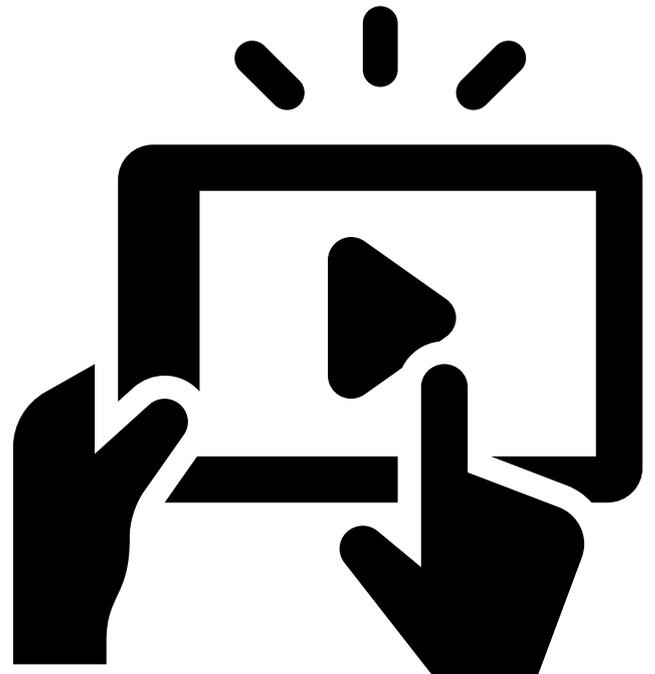
4.1M

Engagements - 140.5K

Video views

from Stuart Turley's X account

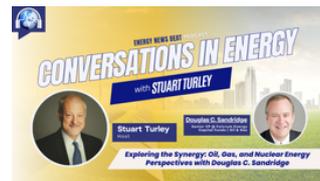
47.1K



Energy Ad System includes

- Web
- Podcast
- Social media
- E-mail
- YouTube

- ENB
- Dashboard
- Energy Transition
- Energy Impacts
- RSS Feed to external websites



In 2025 an enhanced reporting for the ad system is being created to help with more accurate reporting from ad systems.

CTR numbers on the ENB are between 5% to 11% depending on the call to action from the client and are higher on targeted messaging.

All of the Sandstone Media Services are designed to support companies with a component-based service approach. Buy services and ad components that will best augment your company's mission and goals. The systems we have built-in energy companies with fossil and renewable clients have been successfully migrated to other markets. Our marketing approach builds a machine rather than a system. Machines can be tuned for growth, speed, and performance. Systems rely on the communication between disparate departments and marketing channels.

Services and Monthly Rack Rate

AD PROPERTY LOCATION PER MONTH

ENERGY NEWS BEAT	\$ 12,000
ENERGY REALITIES	\$ 2,000
ENERGY IMPACTS	\$ 2,000

SYSTEM WIDE PER MONTH

ENERGY NEWS BEAT, ENERGY TRANSITION, ENERGY QUESTION	\$ 15,000
--	-----------

**Discounts are available and some include first time buyers or global distribution*

PODCAST PRODUCITON

SET UP	\$ 1,000
MONTHLY PACKAGES 2 SHOWS	\$ 2,000
3 SHOWS	\$ 2,300
4 SHOWS	\$ 2,500
WEB PAGE UPGRADE SET UP	\$ 1,200 - \$ 2,000
PODCAST HOSTING 1 YEAR	\$ 360

AD PROPERTY LOCATION

THOUGHT LEADERSHIP CREATION	Per Post (Min 3)	monthly 4	monthly 6
ENERGY CEO STORIES	\$600 EA.	\$3,500	\$2,500
MEDICAL	\$600 EA.	\$2,150	\$2,900

SUBSTACK CHANNEL CREATION

Varies pending requirements

SOCIAL MEDIA CONNECTION

INTEGRATION - SOCIAL MEDIA

Varies pending requirements

SOCIAL MEDIA CONNECTION

COMPREHENSIVE SOCIAL MEDIA MANAGEMENT SYSTEMS

CUSTOM PRICING PER THE REQUIRED STATEMENT OF WORK.

WE CAN MANAGE THE ENTIRE SOCIAL MEDIA PRODUCTION/

Quoted individually

ADD ON SERVICES

VIDEO CREATION FOR PRODUCT OR COMPANY (LOOK AT THE GRAPHIC FROM LOWER 48) REELS SOCIAL VIDEO PRODUCTION TIKTOK

Recommended Customer Marketing Assets

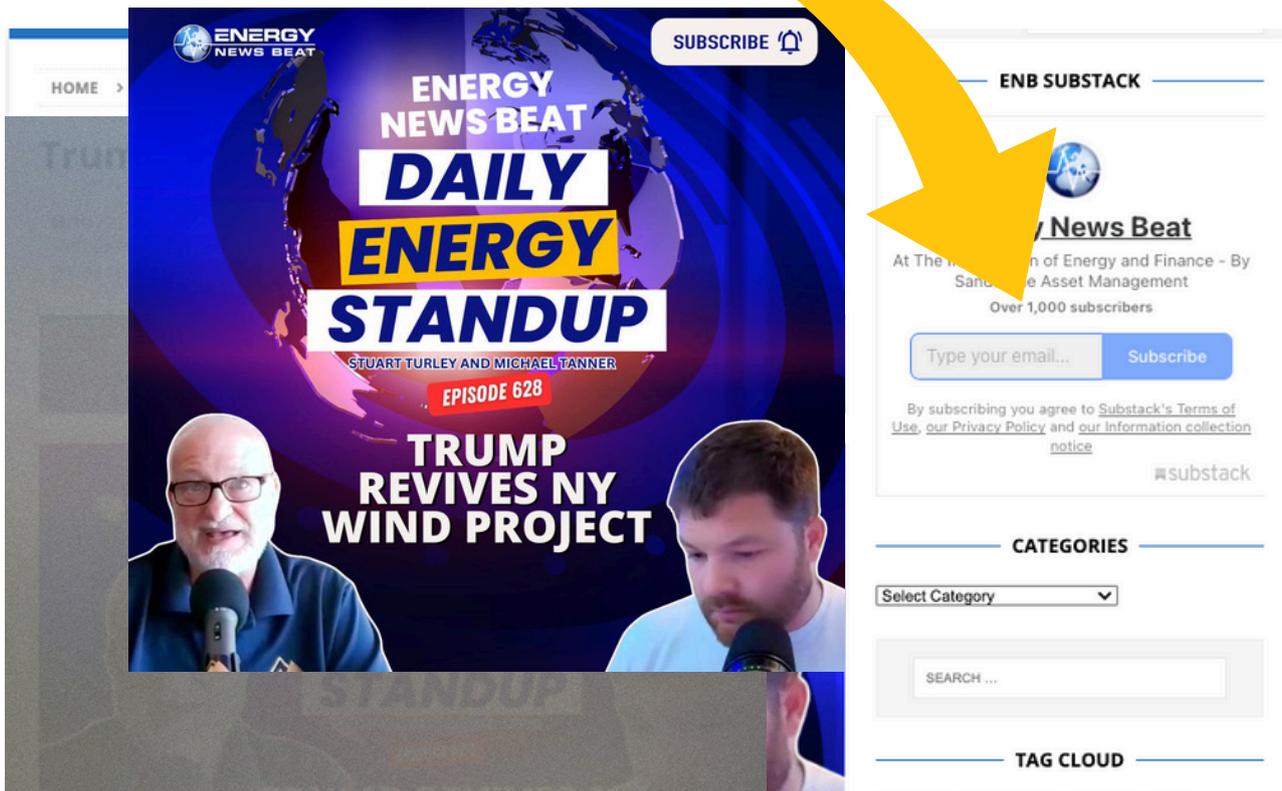
GRAPHIC SAMPLE

728X90



GRAPHIC SAMPLE

300X250



Podcast Production

PRE-PRODUCTION - PRE-PRODUCTION INCLUDES ALL OF YOUR PODCAST'S PLANNING AND PREPARATION.

- Setting your objective
- Selecting a podcast title
- Creating podcast cover art
- Choosing a structure
- Choosing a format
- Scripting your podcast (if necessary)

PRODUCTION - RECORDED VIDEO

POST-PRODUCTION - POST-PRODUCTION ENTAILS EDITING YOUR PODCAST TO ENSURE THAT IT IS OF THE HIGHEST POSSIBLE QUALITY BEFORE RELEASING IT TO YOUR LISTENERS.

- Video editing
- Audio editing
- Sound design
- Close Captioning
- Transitions
- Intros/outros
- Mix and mastering
- Video reels
- Design Podcast background templates



SANDSTONE MEDIA

2026 MEDIA KIT

STUART TURLEY

CEO AND PRESIDENT
SANDSTONE GROUP

MOBILE: (972) 632 - 7969

EMAIL: STURLEY@SANDSTONE-GROUP.COM