ANIELLO ENTERPRISES

SPONSORSHIP PACKET

2026

Podcast Sponsorship

Reach professionals where they listen.

Aniello Enterprises produces the PopTop (Popular Topic) podcast series — weekly briefing shows on the topics professionals follow most.

Our shows are published at podcasts.aniello.net and available on Spotify and Pocket Casts. Each episode is a focused weekly briefing: researched, tightly produced, and hosted by consistent voices listeners come to recognise week after week. Current shows: AI Weekly PopTop, Data Center Weekly PopTop, AI Law Weekly PopTop, Data Center Law Weekly PopTop, Treasury Weekly PopTop, Banking Weekly PopTop. New shows are being added to the series.

WHY SPONSOR WITH US

Host-read, in their own voices

Your message is read by the show's hosts — not dropped in as a generic programmatic ad. That is the format listeners trust most, and the one they are least likely to skip.

Clearly disclosed

Every sponsorship is clearly disclosed as paid sponsorship. Your brand is associated with a show that is transparent with its audience.

Founding-sponsor advantage

Founding sponsors hold their category exclusively at a locked founding rate while the audiences are being built. Early partners get the best terms the series will offer.

One buy, every audience

Cross-show bundle packages are available for sponsors who want to reach across the series — every show's audience in a single agreement.

YOUR CHOICE OF VOICE

Our shows are built by humans, then curated and read by AI personalities, and there is a human behind the scenes on every episode. As a sponsor, you choose how your advertisement is read: by the AI personalities hosting the show or by a human reading your provided messaging. Every advertisement is endorsed, authorized, and approved by a human prior to publication.

SPONSORSHIP FORMATS

- 30-second host-read pre-roll — your message opens the episode.
- 60-second host-read mid-roll — a fuller message at the point of highest attention.
- Episode presenting sponsorship — "This episode is delivered to you from..." with naming at the open and close.
- Segment sponsorship — your brand attached to a recurring segment within an episode.

AUDIENCE FIGURES — STATED HONESTLY

The PopTop series launched in October 2026 and its audience is building. Current download figures are available on request and updated monthly, so you always negotiate from current numbers — not projections.

Sponsorship inquiries: media@anielloenterprises.com
Listen: https://podcasts.aniello.net

AI WEEKLY POPTOP

The week's AI briefing.

Hosted by Nora & Theo — a weekly briefing on the artificial intelligence stories that matter, and what they mean for business.

WHAT IT COVERS

The week's most important artificial intelligence stories — new models, AI agents, regulation, and business impact — selected and explained for listeners who need the signal, not the noise. Episodes so far: "The Frontier Just Got Crowded", "Who Pays When the Agent Breaks In", "The Agent Gets a Badge", "The Agent That Comes to You", "Show Me the Log", "The Model That Has to Ask Permission", and "Returns Up, Readiness Down".

WHO LISTENS

AI Weekly reaches executives, IT and business leaders, and builders who follow AI because it affects their budgets, strategy, and jobs. This is an audience that evaluates tools, sets direction, and approves spend.

BEST-FIT SPONSORS

- AI software and platforms
- Cloud and compute services
- AI training and certification
- Technology recruiting
- Business software

SPONSORSHIP SLOTS ON THIS SHOW

- 30-second host-read pre-roll
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- Episode presenting sponsorship — "This episode is delivered to you from..."
- Cross-show bundles: pair this show with any other Aniello Enterprises podcast in a single agreement.

RATES

Host-read sponsorships are priced per episode. Founding-sponsor terms are available — contact us for the current rate sheet at media@anielloenterprises.com.

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Pocket Casts: https://pca.st/ott2qxll
Show page: https://podcasts.aniello.net/ai-weekly

SHOW PAGE | NEW EPISODES EVERY SATURDAY

DATA CENTER WEEKLY POPTOP

The industry, every week.

Hosted by Maya & Dev — a weekly briefing on the data center industry, for the people who build and run it.

WHAT IT COVERS

The data center industry end to end — new builds, power and grid constraints, cooling, supply chains, and policy — with the context operators and vendors need to plan around what is coming. Episodes so far: "The Grid Is the New Bottleneck", "The Parts Nobody Can Order", "Bring Your Own Power", "Prove It Is Real", "The Pledge Gets Receipts", "The Energized Divide", and "How Fast Is the New How Much".

WHO LISTENS

Data Center Weekly reaches the people who design, build, operate, and buy for data centers — operators, engineers, vendors, and investors who make purchasing decisions. This is a trade audience that makes purchasing decisions.

BEST-FIT SPONSORS

- Power and cooling equipment
- Generators and UPS
- Construction and engineering firms
- Colocation providers
- Connectivity and fiber
- DCIM and monitoring software
- Industry conferences
- Technical staffing

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AI LAW WEEKLY POPTOP

The law of AI, every week.

Hosted by Lena & Marcus — a weekly deep dive into the law of artificial intelligence — the cases, rules, and enforcement shaping what builders can ship.

WHAT IT COVERS

Artificial intelligence law end to end — court rulings, new statutes and regulation, enforcement actions, privacy, and intellectual property — with the context legal and compliance teams need to advise the business. Episodes so far: "The Harrisburg Playbook", "The Safety Promise", "The Label Becomes Law", "The Order That Was Not Real", "Ease Is Not Necessity", and "The Friend at the Top of the Chat".

WHO LISTENS

AI Law Weekly reaches attorneys, compliance and policy teams, and the builders and executives whose products live under the new AI rules. This is an audience that interprets the rules everyone else has to follow.

BEST-FIT SPONSORS

- Law firms and legal services
- Legal technology and e-discovery
- AI governance and compliance platforms
- Privacy and security services
- Professional education and CLE
- Industry conferences

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DATA CENTER LAW WEEKLY POPTOP

The legal battles behind the buildout.

Hosted by June & Walter — a weekly deep dive into the legal battles behind the data center industry — zoning, power, water, and the courts.

WHAT IT COVERS

The fights that decide where data centers get built — zoning and land use, utility and interconnection disputes, tax incentives, environmental review, and community opposition — with the context developers and officials need to see what is coming. Episodes so far: "The Pause Button", "Who Pays for the Power", "The Deadline Is the Law", "A Codename Is Not Notice", and "The Vote Is Not the Ordinance".

WHO LISTENS

Data Center Law Weekly reaches the developers, local officials, utility and land-use professionals, and community leaders who decide where data centers get built — and on what terms. This is an audience that decides where the industry can grow — and on what terms.

BEST-FIT SPONSORS

- Law firms and land-use counsel
- Development and construction services
- Utility and energy services
- Site selection and economic development
- Government affairs and public engagement
- Industry conferences

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Show page: https://podcasts.aniello.net/data-center-law-weekly

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SHOW PAGE | NEW EPISODES EVERY SATURDAY

TREASURY WEEKLY POPTOP

The plumbing of federal finance.

Hosted by Claire & Grant — a weekly deep dive into Treasury markets, rates, auctions, and the plumbing of federal finance.

WHAT IT COVERS

Treasury markets end to end — auctions, yields, Federal Reserve policy, and the mechanics of federal funding — with the context bankers and treasurers need to price, buy, and manage the world's safest asset. Episodes so far: "The Five Percent Magnet", "The Twenty-Year on Trial", "The Hundred Percent Line", "The Word Treasury Dropped", and "Tailed by Inflation".

WHO LISTENS

Treasury Weekly reaches bankers, corporate treasurers, finance executives, and the investors and officials who live by the yield curve — the people who price, buy, and manage the world's safest asset. This is an audience that prices risk and moves money at scale.

BEST-FIT SPONSORS

- Banks and broker-dealers
- Treasury and cash-management platforms
- Payments and liquidity services
- Financial data and analytics
- Risk and compliance services
- Industry conferences

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Show page: https://podcasts.aniello.net/treasury-weekly

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BANKING WEEKLY POPTOP

The business of banking.

Hosted by Rachel & Owen — a weekly deep dive into bank earnings, enforcement actions, and the business of banking — and what it means for the industry.

WHAT IT COVERS

The business of banking end to end — earnings, enforcement actions, mergers, regulation, and technology — with the context bankers need to run their institutions and plan around what is coming. Episodes so far: "The Fortress and the Fine", "The Rulebook Arrives", "Five Deals in Three Days", "The Agent at the Door", and "The Materiality Test".

WHO LISTENS

Banking Weekly reaches bankers, credit union and community bank executives, fintech builders, and the compliance, risk, and treasury teams who run the industry day to day. This is an audience that runs the industry day to day — and signs off on its tools.

BEST-FIT SPONSORS

- Core banking and fintech platforms
- Compliance and risk services
- Payments providers
- Lending and credit services
- Bank consulting and audit
- Industry conferences and recruiting

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