



# CORPORATE ROADSHOW MEDIA PACKAGES

Podcast | Video | Roadshow | National TV Exposure

Helping companies tell their story across  
investor-focused media platforms.

# A Media Platform Built for Market Visibility

Corporate Roadshow helps companies turn their message into professional content that can be used across podcast, video, investor outreach, roadshow events, and national TV campaigns.

## Key Highlights



Investor-focused media audience



Podcast and video production



Corporate profile exposure



American Roadshow TV opportunity



National commercial placement options



Multi-channel distribution strategy

# Your Story, Distributed Across a Growing Business Audience

Corporate Roadshow helps companies turn their message into professional content that can be used across podcast, video, investor outreach, roadshow events, and national TV campaigns.



**70+**

Countries Reached



**700+**

Cities Reached



**5M+**

Website visitors



**Top 10**

Wall Street Podcast



Weekly  
Business & Market  
Conversations



Available on  
Major Podcast  
Platforms

# Podcast Feature Package

Starting at **\$3,500**

A simple, high-impact way to introduce your company story to an investor-focused audience.

## Includes:



Audio podcast appearance



Custom company graphics



Corporate message positioning



Podcast distribution



Shareable episode link



Content for social promotion

### Best For:

Companies looking for affordable visibility and a professional media entry point.

**Off Road with Frank Ferraro and Andrea Cataneo is a Top 10 Wall Street podcast that delivers candid, high-level conversations with CEOs, dealmakers, and capital markets professionals.**

# WHERE CAPITAL MARKETS MEETS MEDIA DISTRIBUTION

Professional interviews, executive content, podcasts, video, social media, and digital exposure — distributed across a growing network of recognized media and platform partners designed to maximize visibility.

- Professionally produced executive interviews
- Podcast and video distribution
- Social media visibility and short-form content
- Digital exposure across recognized platforms
- Corporate Roadshow media ecosystem
- Ongoing visibility before, during, and after the event



Apple Podcast



Spotify



Amazon Music



Podcast Index



Overcast



iHeart Radio



Podcast Addict



Castro



Castbox



Podchaser



Pocket Casts



Listen Notes



Player FM



GoodPods



TrueFans

**Your content does not stop at the conference — it continues working across a broader media network.**

# Full Media Package **\$8,500**

A complete content package designed to give companies polished media assets for investor relations, social media, and future advertising.

## Includes:

- |   |  |
|---|--|
|  2 Full video edit                                   |  Podcast/audio feature       |
|  2 short-form video clips                           |  Corporate Roadshow profile |
|  Custom graphics                                   |  15-30 second commercial   |
|  Commercial asset prepared for future TV placement |  |

**Best For:** Companies that want professional video content and a stronger digital presence.



# One Commercial. Multiple Uses.

The 30-second commercial included in the full media package becomes a powerful asset that can be used across digital campaigns, investor outreach, social media, presentations, and future TV advertising.

## Use It For:



Website homepage



Investor presentations



Social media ads



Email campaigns



Conference promotion



National TV commercial packages

# Live Roadshow Events

**20,000+**

CRS Live Roadshow Events are curated, in-person investor experiences designed to connect companies directly with accredited investors and family offices in key financial markets including New York City, Boca Raton, Palm Beach, Beverly Hills, and Las Vegas. These exclusive, high-touch events are structured to facilitate meaningful face-to-face engagement through private meetings, small group presentations, and networking dinners—creating a focused environment where serious capital conversations happen. Designed for companies actively raising capital or preparing for the public markets, CRS roadshows emphasize quality over volume, delivering direct access to a vetted investor audience in some of the most active wealth hubs in the country.

## Event Opportunities:



Executive networking



Investor introductions



Conference-style exposure



On-site media coverage



Professional event  
content capture

## Positioning Line:

From digital visibility to live investor engagement, Corporate Roadshow helps companies stay in front of the right audience.

# American Roadshow

## AMERICAN ROADSHOW \* Investment Audience with Frank Ferraro

Position your company in front of a national audience through our flagship TV show.

- ✓ Featured TV show participation
- ✓ Executive story interview
- ✓ Reaches a national TV audience
- ✓ Build credibility and brand trust
- ✓ Includes promotion across all platforms



# American Roadshow Featured Company Package

**\$25,000**

American Roadshow gives companies the opportunity to participate in a professionally produced media series designed for business and investor visibility.

## Includes:



Featured company participation



Executive interviews



Documentary-style storytelling



Business growth narrative



Investor-facing video content



Professional production and editing



Content usable across marketing and IR channels

**Best For:** Companies that want professional video content and a stronger digital presence.

# Why National TV Still Matters

National television remains one of the most powerful ways to build credibility, create brand awareness, and reach audiences at scale. Business and news networks continue to command millions of viewers across traditional TV, streaming, YouTube, and social media.

## FOX News Viewership Snapshot



FOX News has recently averaged around **1.4M–1.7M** total-day viewers in reported monthly/annual periods.



Primetime audiences have recently ranged around **2.0M–2.6M+** viewers, depending on the reporting period.



Several FOX News programs regularly appear among Nielsen's top cable programs, with individual shows reaching **3M+** viewers in weekly rankings.

**2M+**  
Primetime Viewers

**1M+**  
Daily Reach

**50–100**  
Commercial Spots

**TV +**  
Streaming + Digital Visibility

# National TV Commercial Campaigns

Starting at  
**\$80,000–\$150,000+**

A professionally produced CRS television segment gives companies the opportunity to position their brand alongside some of the most recognized business and news networks in media, including FOX News, CNBC, and Newsmax.

With Fox News alone averaging approximately 1.5–1.8 million daytime viewers and more than 2.8 million primetime viewers, television exposure offers companies a powerful way to build credibility, awareness, and investor confidence on a national scale. Beyond traditional TV, these networks now reach massive digital audiences across streaming, YouTube, and social media, extending visibility far beyond a single broadcast. A professionally produced CRS media campaign helps companies elevate their image, strengthen market positioning, and stand out in an increasingly competitive capital markets environment.

## Campaign Includes:



50–100 commercial spots



Weekly media campaign options



30-second commercial placement



Networks may include Fox, CNBC, Newsmax, and similar outlets



Ideal for large-scale brand awareness



Designed for companies seeking premium visibility

# Package Price Main Deliverables

	PACKAGE	PRICE	MAIN DELIVERABLES
	Podcast Feature	\$3,500	Audio podcast, graphics, distribution
	Full Media Package	\$8,500	2 Video edit, 2 shorts, CRS profile, 30-sec commercial
	Live Roadshow Events	20,000+	Custom curated live event
	American Roadshow	\$25,000	Featured TV show participation, executive story
	National TV Campaign	\$80K–\$150K	50–100 commercial spots on major networks

# Corporate Sponsorship

Corporate Roadshow offers a powerful sponsorship platform for financial service providers looking to position their brand directly in front of active issuers, investors, executives, and capital markets audiences.

## Our sponsorship opportunities are ideal for:

- ✓ Law firms
- ✓ Accounting firms
- ✓ Transfer agents
- ✓ Broker-dealers
- ✓ Investor relations firms
- ✓ Capital markets advisors
- ✓ Financial service providers

Sponsorship Package  
Podcast Sponsorship Package

**\$10,000 + \$2,500 / Month**

## Includes:

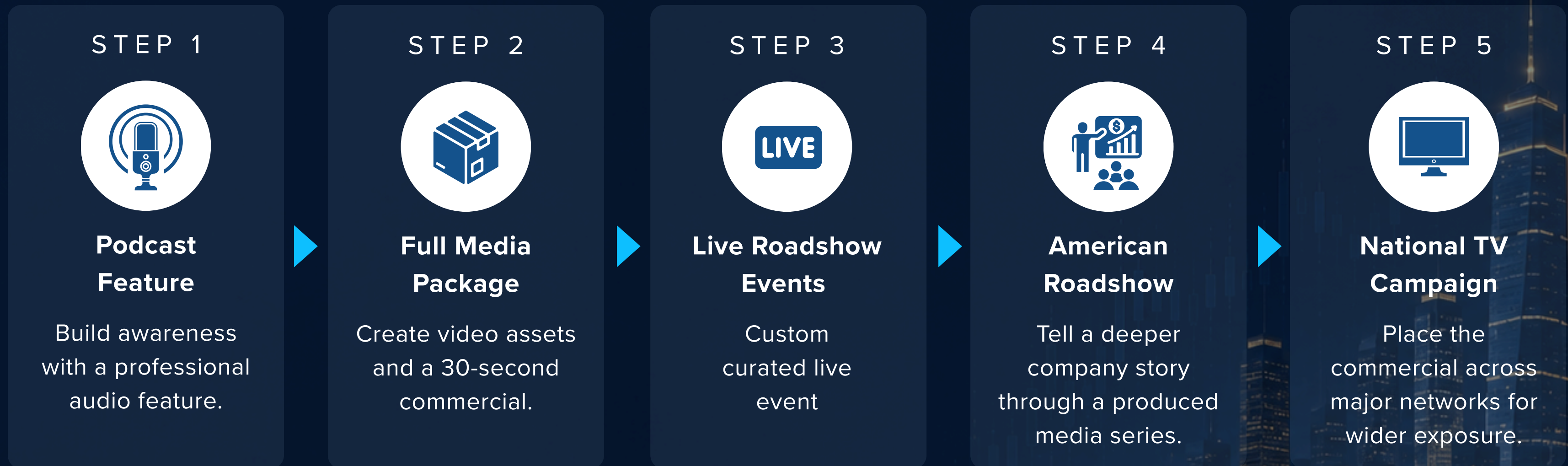
-  Branded banner placement on **CorporateRoadshow.com**
-  Ongoing exposure to CEOs, investors, dealmakers, and public market professionals
-  Brand alignment with Off Road with Frank Ferraro
-  Distribution across major podcast platforms
-  1-minute commercial featured across all new podcast episodes
-  Anticipated to be aired on major TV networks and streaming providers.

**Sponsorship Package**  
American Roadshow Sponsorship

**\$25,000**



# Start With Content. Scale Into National Exposure.



# Featured Capital Markets Expert



## Andrea Cataneo

*President*

Andrea Cataneo is a seasoned securities attorney and partner at Lucosky Brookman LLP, bringing over 25 years of experience in capital markets, securities law, and deal structuring. She has advised public and private companies through complex transactions including capital raises, IPOs, uplistings, and regulatory strategy. Known for her practical market insight and deal-making ingenuity, Andrea works closely with management teams, investors, and service providers to navigate the path to public markets and position companies for long-term growth.

# Featured Capital Markets Expert

---



## Frank Ferraro

*CEO*

Founder of Corporate Roadshow (CRS) and host of Off Road with Frank Ferraro, with over 30 years in trading and capital markets.

After serving as a head trader at Citadel Securities and holding senior roles at Castle Securities, he launched CRS to modernize how companies connect with capital. Drawing on deep experience in market making, public listings, and deal execution, Frank built CRS into a high-impact platform that blends media, investor access, and live roadshows—giving companies a direct path to visibility, credibility, and capital.



# Be a Part of Our Investment Audience

Ready to Put Your Company in Motion?

Tell your story through podcast, video, live events, and national TV exposure.

**Corporate Roadshow**

**Frank Ferraro**



631-327-0084



corporateroadshow.com



frank@corporateroadshow.com