NeatLittleMacApps

press kit

Media Contact
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Introduction

ABOUT THIS PRESS KIT

This press kit has been created to provide press and other interested third parties a fast and concrete synopsis of what NeatLittleMacApps is about, and how you can support this podcast. If you have further questions, don't hesitate to contact us. We're actually quite friendly folk.

ABOUT ME

The team (as in 'one person') behind NeatLittleMacApps is small but nevertheless very productive and flexible in handling all the necessary steps needed for podcast/vidcast creation. Combine that with my own specific fields of interest and you get projects such as PodGuides.net, Systemtrash.com and this NeatLittleMacApps. This is me:

Frank De Graeve (concept/content provider):

Currently this Mac-head has rolled into IT at a Belgian newspaper due to his graphics technics background. Next to that, his main job (so he says) is nagging the webmaster about incorporating podcasting because otherwise the whole newspaper will be doomed and fade away under the colossal heel of new media. Run, you fools, run...

Being not at all interested in php, mysql, css and other neat web standards, this little fellah gets his kicks out of well designed user-friendly apps that just work. He got this 'good design' virus from his graphical technics education. So technically he's not a designer at all. His wife is! And so he learns/steals some aesthetic knowledge from her.

Some of his projects:

PodGuides.net: PodGuides.net gives you free access to spoken tour guides (PodGuides) for your mp3 player. Not only do we provide free PodGuides, we also allow you to upload your own PodGuides, and share them with the PodGuides community.

Systemtrash.com (co-hosting this podcast): Systemtrash is a podcast in which some exotic computer system gets set up by our fine host Dimitri, who then turns it over to his co-host Frank who tries to trash it (figuratively speaking of course). Due to time constraints this show is podfaded.

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Q&A

WHAT IS THE NEATLITTLEMACAPPS PODCAST ABOUT?

We all have them... Those little nifty gems of applications. Tiny apps that sometimes do just that one thing, but they do it oh so good. They have the most superb looking interfaces. They are astoundingly easy to use. I truly admire the people who make them.

The NLMA (NeatLittleMacApps) podcast is my tribute to those apps. In each episode I'll be showcasing one of those beauties out there. Expect an inspired enhanced podcast that throws screenshots at you, so fast, that you'd think it's a movie ;).

Occasionally I'll be interviewing a developer and talk about his take on his software. How he came up with the idea of making it. How he made it and wether he likes milk ;)

So no heavy lifting here... No behemoth software packages. Just those few gems of apps that are created for our beloved OS (that's OK,... just let it out).

WHAT'S WITH THE ENHANCED PODCAST THING?

Apple created a 'chaptering' feature in their audio format. These chaptered podcasts display intermittent pictures and web links in the artwork window of iTunes or on your ipod. Chapters allow us to make our podcast more interactive by displaying pictures that illustrate the topic, and web links that you can click to find more information on what we're talking about.

This way you'll be able to see screenshots of the application I'm reviewing, or head over to the website of the developer of the reviewed software. This format is Mac and Windows compatible, as long as it is used in conjuction with iTunes or your iPod. But since you're probably a Mac user anyway, we figure you already know all of this.

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Sponsorship

SO HOW CAN YOU PITCH IN?

NeatLittleMacApps gladly allows developers to put their software in the spotlight. As you will notice, the costs of sponsoring us is low. This enables NLMA developers to get some profit out of sponsoring the NLMA show, without depleting their bank account.

Sponsor package: site presence
€ 49,00/podcast period

• Company banner with website link posted on top of each page of NeatLittleMacApps.com.
The period for this presence starts with the release of a new podcast and ends with the release of a new episode (generally one week).

• Company and product get mentioned as being a sponsor during the podcast and company or software logo + hyperlink are included in the enhanced podcast artwork:
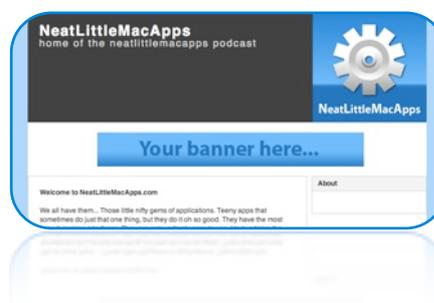
example:

>   This episode was brought to you with support of 'insert company name here'.
>   Check out 'insert name softwarepackage' at 'insert name of company website here'.

• banner on shownotes page of the sponsored episode. The presence on the shownotes page, the artwork and the podcast is permanent. Keep in mind however that the shownotes will be 'archived' in a blog manner. Still available, but not directly visible on the shownotes page that is. The 'archiving' takes place after 5 episodes.

!! A good way of monitoring traffic coming from your sponsorship would be to provide me with a unique url to your site (perhaps some small entry page?). That way you'll not only see click throughs from the banner, but also the visitors that click to your site through the url in the enhanced audio file.

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Some numbers

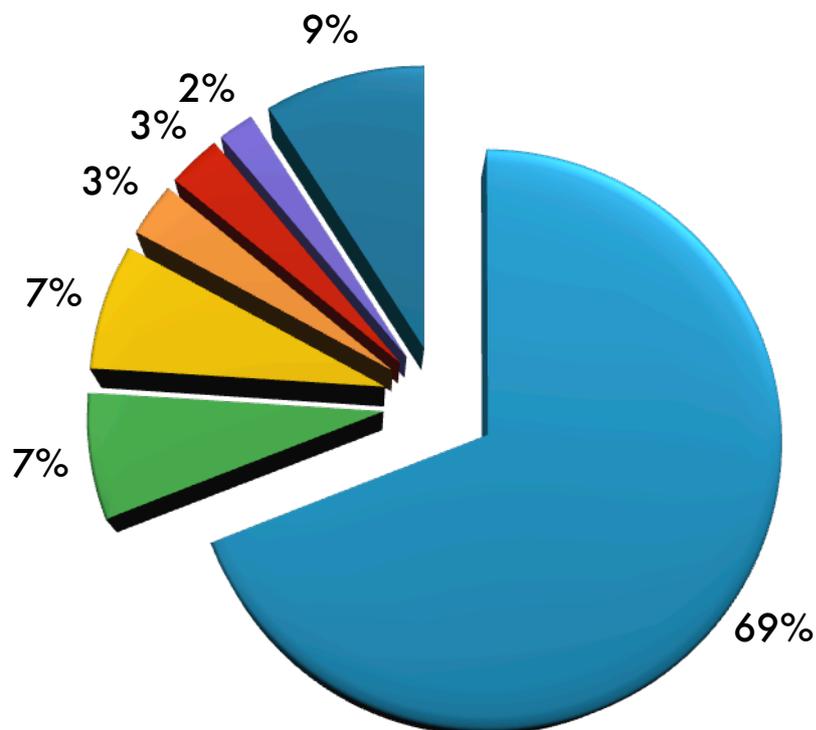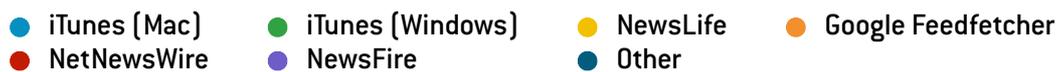## DATA BASED UPON?

All following data is based upon feedburner stats taken over a recent period of 30 days (Mar 7th - April 5th 2007).

WHO SUBSCRIBES ?

If we count the iTunes, NewsLife and Newsfire users together, we can clearly see that about 79% of our listeners are Mac users.

- 🔵 iTunes (Mac)
- 🟢 iTunes (Windows)
- 🟡 NewsLife
- 🟠 Google Feedfetcher
- 🔴 NetNewsWire
- 🟣 NewsFire
- 🔵 Other

DATA BASED UPON?

All following data is based upon feedburner stats taken over the whole existence of the Podcast, up until Apr. 5th 2007.
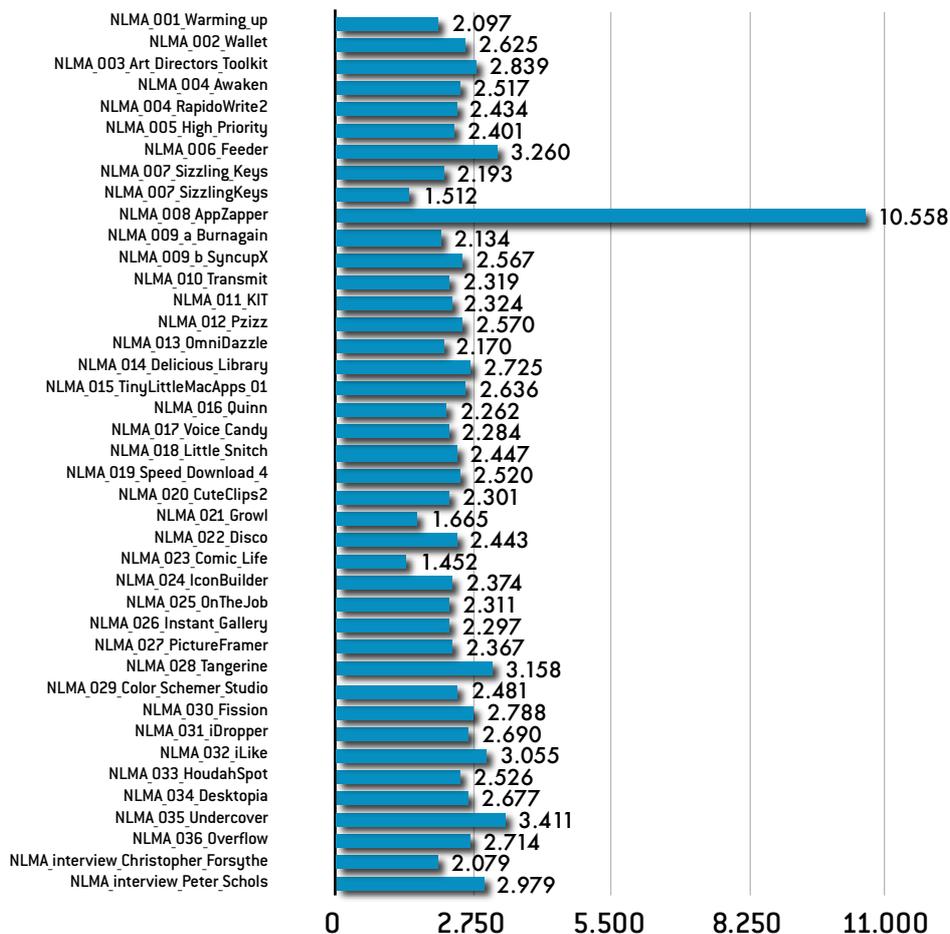
NUMBER OF DOWNLOADS ?

Despite of the weekly release of new episodes, older episodes still get downloaded. This means that the embedded logo and link in the enhanced audio files will still generate visitors after the sponsor period ends.

ADDITIONAL NOTE

- the big jump in downloads on episode 8 is caused by being featured in the 'New and Notable' section in iTunes.

If we do not take episode 8 into account, then we can say that so far the show has an average of 2.450 downloads per episode.

Episode	Downloads
NLMA_001_Warming_up	2.097
NLMA_002_Wallet	2.625
NLMA_003_Art_Directors_Toolkit	2.839
NLMA_004_Awaken	2.517
NLMA_004_RapidoWrite2	2.434
NLMA_005_High_Priority	2.401
NLMA_006_Feeder	3.260
NLMA_007_Sizzling_Keys	2.193
NLMA_007_SizzlingKeys	1.512
NLMA_008_AppZapper	10.558
NLMA_009_a_Burnagain	2.134
NLMA_009_b_SyncupX	2.567
NLMA_010_Transmit	2.319
NLMA_011_KIT	2.324
NLMA_012_Pzizz	2.570
NLMA_013_OmniDazzle	2.170
NLMA_014_Delicious_Library	2.725
NLMA_015_TinyLittleMacApps_01	2.636
NLMA_016_Quinn	2.262
NLMA_017_Voice_Candy	2.284
NLMA_018_Little_Snitch	2.447
NLMA_019_Speed_Download_4	2.520
NLMA_020_CuteClips2	2.301
NLMA_021_Growl	1.665
NLMA_022_Disco	2.443
NLMA_023_Comic_Life	1.452
NLMA_024_IconBuilder	2.374
NLMA_025_OnTheJob	2.311
NLMA_026_Instant_Gallery	2.297
NLMA_027_PictureFramer	2.367
NLMA_028_Tangerine	3.158
NLMA_029_Color_Schemer_Studio	2.481
NLMA_030_Fission	2.788
NLMA_031_iDropper	2.690
NLMA_032_iLike	3.055
NLMA_033_HoudahSpot	2.526
NLMA_034_Desktopia	2.677
NLMA_035_Undercover	3.411
NLMA_036_Overflow	2.714
NLMA_interview_Christopher_Forsythe	2.079
NLMA_interview_Peter_Schols	2.979

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Closing up

We hope this press kit has provided you with the info you were looking for.
If not, don't hesitate to contact us.

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