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### GrapeRadio's Harvest Dollars out of wine



Brian Clark and Jay Selman, two of the three co-hosts of the GrapeRadio podcast about wine, feel as serious about making a business out of podcasting as they do about their passion for vino. Launched by Clark, Selman, and Leigh Older at the beginning of 2005, GrapeRadio has distinguished itself as one of the first podcasts to win advertising. It is following the sponsorship route, where an advertiser pays for a week or more of exclusive marketing on the podcast and GrapeRadio Web site in exchange for a flat fee. And advertisers are lining up: GrapeRadio, which attracts more than 11,000 weekly listeners, has already sold out through 2005 and into early 2006. Clark and Selman discuss the importance of instilling passion in podcasting efforts -- as well as their plans to develop a network of shows around GrapeRadio, including a French edition

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### PodShow's Network Dreams

Wed, 14 Dec 2005 00:00:00 EDT

### GrapeRadio's Harvest

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### Podcast Gold?

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### Wired Riots

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### Serious Blog Talk

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### Pitchman.com

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### Too Many Visitors

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### Citizen Power

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### PodCast 101

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