

How Much Does Podcasting Cost?

By John DeRosa

In this PDF, I give you a taste of what Podcasting costs when you just start out. I also include my current budget, which has email marketing and additional audio expenses that go beyond the basics. Some might say my “no frills” budget contains too many frills, since it’s possible to podcast without a website or by using a free website (like Google sites, wix.com, or weebly.com). This is *true*. However, I think it’s cool to have your own domain and website to host a podcast. It adds legitimacy to your platform and communication. So, I included this cost.

One-year “No frills” budget

Equipment #1: Microphone \$30-120

- I recommend the [ATR2100](#)

Equipment #2: ECam Call Recorder for Skype (\$40)

- Allows you to record interviews via Skype

Website hosting through [Bluehost](#): \$4-10 per month

Podcast hosting through [Libsyn](#): \$5-15 per month

Total Annual Expenses: \$178.00 to \$418.00

My Current Budget Estimate for the Classical Theism Podcast

Website hosting through [Bluehost](#): \$11 per month (\$132 annually)

Podcast hosting through [Libsyn](#): \$15 per month (\$180 annually)

AWeber Email Communication: \$19 per month (\$228 annually)

Local P.O. Box¹: \$108 per year

[Zencaster Audio Recording](#): \$20 per month (\$240 annually)

Free Book Giveaways: \$100

Total Annual Expenses: \$988.00

¹ In order to do email marketing and send mass emails, you must have a physical address tied to your account.