SANDWICH DAD

Media Deck 2026

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About Sandwich Dad (Jon Ostrander)

Sandwich Dad is Jon Ostrander. A geriatric millennial Canadian father of 3, with an insatiable love for sandwiches, and a voice from the golden age of radio. “Sandwich Dad” began as a blog in 2019 when Jon endeavored to document and explore his connection with sandwiches, their histories, their variations, and to share cheap and easy ways to make them at home with budget and time at front of mind.

These days Jon is still busy exploring exciting new, and classic sandwiches from around the world. He is also documenting little known regional sandwiches in his “Sandwiches of Canada” series, checking out fun new condiments on “Condiment Corner”, and showing off all the best sandwich spots around the country, especially in his hometown of Saskatoon SK.

Dad posts 2-4 videos per week to an engaged, and loyal fanbase, eager to try new things. He has experience leading campaigns for large national brands (ie: Demptser's , Millionnaires, etc.), and has been featured regularly on CBC, Exclaim!, LAD bible, North of Ordinary, and numerous podcasts and other local, and online media.

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Services

I offer a number of promtional services including product placement, dedicated ads, brand exclusivity, custom sandwich recipes, and more!

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Types of Sponsorships

Sponsored posts

Have a product that can be used to make an awesome sandwich? I'm In! Let me show it off in a video!

dedicated ads

Looking to advertise a specific product, business, or contest? Let Dad's golden voice tell 'em all about it!

Brand Exclusivity

Do you have the best sandwich product on the market? The sandwich community needs to know! And Sandwich Dad only uses the best!

Custom Recipes

Whatever you've got, Sandwich Dad can absolutely make a unique and delicious Sandiwch out of it.

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Services Include

- Full production planning
- Rapid turnaround
- Massive built in audience
- Direct contact with the creator
- Flexible rates

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Analytics

My brand has a loyal, dedicated, and engaged fanbase. The majority of whom are between 25-45. This is a prime demographic for conversion to sale. I have great reputation of honesty and integrity, and I engage with my followers on all comments. In turn, my followers trust my recommendations for the products I promote.

TikTok

316K Followers

8.6M Views

10K average views per video

21.39% Engagement rate

Instragram and Facebook

16K/78K Followers

123K Post Reach

8K average views per video

28.75% Engagement Rate

* Stats from Dec 2025

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Rates

Dedicated Ads:

Instagram/Facebook - $1700, TikTok - $2000, or $3500 for all 3

Includes: pitch, production, and creation of a sandwich video concept to your specifications for your product or campaign

Product Placement/Sponsored Video:

Instagram/Facebook - $1200, TikTok - $1500, or $2500 for all 3

I feature your business/product in a video, and say very nice things about it.

Exclusivity:

$1000/ month (up to 3 months)

I only use your brand or product, shunning all of your competitors for a specified period.

(longer campaign subject to additional cost per month)

Custom Brand Sandwich:

Instagram/Facebook - $1500, TikTok - $1800, or $3000 for all 3

I create a specialized sandwich recipe (and video) that reflects your brand, and makes your product shine!

(Recipe only - $700)

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Contact

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