



PUBLISHER'S OVERVIEW 2018



GENERAL OVERVIEW

AdvertiseCast was created to help podcasters monetize their podcast through advertising. We are quickly becoming the largest podcast advertising broker for this new exciting medium as we now represent ad inventory for 1,000+ shows. We are attracting interest and working with top brands, companies, and advertising agencies across the world. Our goal is to bring value to both sides and see that everyone succeeds.

HOW DOES IT WORK?

To get started with our service, you simply create a listing with us. Your listing contains everything about your show including: general information, ad spot costs, audience reach, publishing frequency, and more. Our requirements are very minimal as we don't require you to change hosting companies, add unique links to your download files, etc. Our goal is to get you setup quickly with minimal effort on your end to start making money ASAP.

After you submit your listing, it will go through an approval process which takes up to 24 hours. When your listing goes live, it will be accessible by advertisers looking to promote their brands.

LISTING OPTIONS

We offer two-listing options for your convenience.

Marketplace Listing (Maximum Exposure)

Most of the listings on our platform are marketplace listings. This means your listing will go live in our [online marketplace](#) and is accessible by everyone. This option gives you the most exposure for attracting advertisers. Advertisers can reserve ad space directly from your listing page. Our sales team will also place you on client proposals. Please note your ad spot pricing is only visible to users that have registered an advertiser account.

Pocket Listing (Limited Exposure)

Some publishers don't want their information accessible to the public. This is why we created the pocket listing. Pocket listings are only accessible by our internal sales team that sell your inventory to our growing list of ad buying clients. It will NOT be accessible in our [online marketplace](#).

WHAT'S THE SALES COMMISSION STRUCTURE AND/OR COSTS INVOLVED?

Effective January 1, 2018 our standard commission rate is 30%. This means for every ad sale/deal/order that is created/originated by us, we keep 30%. So if we sold 5 pre-roll ads totalling \$1,000 -- we keep \$300, you net \$700.

WHAT KIND OF AD SPOTS DO YOU SELL?

We keep it simple and sell 3 primary ad spots. These include a 10-second ad spot, 30-second ad spot, and a 60-second ad spot. We also can sell any combination of these three as well. The vast majority of ad spot we sell are host-read ads, meaning the show's host reads the ad during the recording. In most cases we will give talking points from the advertiser that you need to hit upon, but then you have the freedom to put the ad in your own words, thus making it organic and compelling to your audience.

WHAT ABOUT AD PLACEMENTS?

This may vary on each ad buy. Some advertisers prefer a pre-roll ad (read at the beginning) and some prefer a mid-roll ad (read during the middle of the show). This will just depend on the advertiser's needs and preferences. We will work with you on this to make sure it works for both parties.

HOW MANY EPISODES DOES A CLIENT TYPICALLY BUY ADS FOR?

Again this varies from advertiser to advertiser. For a test campaign, we recommend the advertiser purchases one spot on 4-7 episodes. This gives enough time to properly test a

podcaster's audience to see if they're a good fit for the advertiser. If the test campaign is successful, we will often see the advertiser rebuy for a much longer duration.

DOES ADVERTISECAST REQUIRE US TO GIVE EXCLUSIVE RIGHTS TO SELL OUR ADS?

It would be great if you only used our service for acquiring advertisers, but we do not place any exclusive restrictions on you for finding ad sales outside of our platform. However, if a deal does originate from AdvertiseCast, all transactions must be run through our platform.

ARE WE LOCKED IN FOR A CERTAIN PERIOD OF TIME?

No. You can disable and remove your listing at anytime.

CAN YOU GIVE A ROUGH ESTIMATE OF WHAT WE MIGHT EARN?

This depends on a few factors. The primary factors are your reach (how many downloads per episode), publishing frequency (weekly, monthly, etc), and your CPM rate (how much you want to charge per 1,000 listeners). The industry standard CPM rates are roughly \$18CPM for a :30 second spot and \$25CPM for a :60 second spot. [Learn More](#)

WHEN AND HOW DO I GET PAID?

Payouts are paid through Paypal. If you sell more than \$1,000 per month, we can issue payments via check. Payments take place within 14-days after the ad spot has been marked completed. Our payouts schedule is the fastest in the space as most pay quarterly if not annually.

HOW DO WE FULFILL AD ORDERS?

We make this easy though with our online publishers portal. Simply login to your account and you will see all pending and existing ad orders. Our system walks you through the steps needed to complete the ad spot.

CAN WE REFUSE AN ADVERTISER?

Yes! You have ultimate control on which advertisers you work with. For every ad order that is presented to you, you have the option to approve or deny the ad buy request. You will be presented with all of the advertising information (advertiser, ad read bullet points, publishing timeframe requirements, etc) to make an informative decision.

DO YOU WORK WITH PODCAST NETWORKS?

Absolutely! We work with many podcast networks that have chosen us to be their outsourcing ad sales team. If you're interested in having us represent your network, we offer commission-based incentives.

[Contact us for more information](#)