



THE PODCAST POCKET GLOSSARY

SPORT SOCIAL'S GUIDE TO PODCAST ADVERTISING TERMS

STANDARD AD PLACEMENTS

Your bread-and-butter podcast ad formats, easily slotted into episodes

Spot

Pre-produced ads created by the **advertiser**, not voiced by podcast talent. Designed for scale. Usually 30-40" duration.

Pre-roll

A spot ad placement at the **beginning** of an episode.

Mid-roll

A spot ad placement **mid-episode**.

Post-roll

A spot ad placement at the **end** of an episode.

CUSTOM CONTENT & SPONSORSHIP

Original storytelling + deeper brand alignment = major impact

Branded Content

Branded storytelling presented as a full series, bonus episodes, or a segment within an **existing** podcast episode.

Sponsorship

Title ownership or **vertical alignment** through top and tail tags, can include host reads in key shows or integrated in-show features.

Headline Sponsorship Partnership

of individual shows which can include top and tail tags, integrated in show features and exposure on multiple show channels including YouTube and Socials.

DISTRIBUTION & AD STRUCTURE

The art of interrupting without annoying

Vertical

A group of shows aligned around a **specific content theme** (e.g., sports, true crime, parenting). Used for targeted advertising and sponsorship across similar audiences.

Network

A group of podcasts managed or distributed under a **shared banner**. Offers bundled advertising opportunities and cross-promotion among shows.

Baked-In

Ads permanently **embedded** in the episode audio at the time of recording or editing. Always heard regardless of when or where the episode is played.

Dynamically Inserted

Ads placed into episodes at the time of download or stream, **based on audience data** such as location, time, or demographics. Enables targeted, current messaging and easy ad swaps.

Block List

A **predefined list of keywords**, topics, or shows where an advertiser does not want their ads to appear. Used to avoid content that conflicts with brand values or campaign messaging.

Competitive Separation

A policy or setting that prevents ads from **competing brands** from running in the same episode or ad break. Helps maintain brand exclusivity and minimises mixed messaging.

Run of Network (RON)

A campaign delivery method where ads are distributed **across all available shows** in a network, rather than targeting specific podcasts or audiences. Offers broad reach at scale, often at a lower cost per impression.

HOST & VOICE STYLE OPTIONS

Different voices, same message. How your ad gets delivered

Host Read

An ad voiced by the podcast host for a **personal**, authentic connection with the audience.

Producer Read

An ad voiced by a familiar **show contributor**, typically when the main host isn't available.

Announcer Read

A host-voiced ad recorded by **podcast talent** and placed across multiple shows, verticals, or as part of a Run of Network campaign.

Simulcast

A campaign delivered across both audio platforms and visualised podcast titles on YouTube.

**Simulcast activity typically drives higher ROAS compared to audio-only, with YouTube activations including baked-in mid-roll endorsements, clickable URLs, and branded artwork featured throughout the channel for extended impact and visibility.*

CROSS-PLATFORM FORMATS

Tap into network power and boost discovery across audiences

Live Events

Sponsorship of live podcast shows and pop-up events. Opportunities include logo placement, audience merchandise, and scripted branded segments.

Social Media Amplification

Organic content shared via podcast social channels. Drives incremental **reach** and engagement across platforms.

360

A **full show partnership** that extends across multiple media platforms and formats with including social, video and audio, live events and branded episodes.

Feed Drops

A strategic way to amplify branded content by distributing it across **additional podcast titles** (subject to approval). Typically, this involves placing a bonus episode directly into another show's RSS feed, allowing it to appear naturally in listeners' episode lists. This boosts visibility, increases discoverability, and helps attract new audiences.

HIGH-IMPACT EXTENSIONS

Takeovers and extended format ads that go the extra mile

Bonus Episode

A **full episode** created by the host, dedicated to your brand and 100% brand-sponsored. Published directly in the show feed.

Minisodes

Pre-produced 1-3 minute **narrative spots**, voiced by a host or producer. Inserted as extended mid-rolls across approved shows.

Branded Podcast Series

A full **branded series** co-created with a podcast team. Explores relevant topics or features guests, with light brand mentions throughout.

EPISODE STRUCTURE & FORMAT

How your story unfolds from start to finish

Episode

A **single audio instalment** of a podcast series. Varies in length and format, typically focused on one main theme, topic, or story.

Show

A **full podcast series** centred around a consistent topic or theme. Includes multiple episodes and may feature a recurring host or format.

Episode Notes

A **text summary** accompanying an episode. Includes show highlights, guest bios, sponsor mentions, and links to external resources. Often used to improve SEO and listener engagement.

Thumbnail

The **visual** representation of a podcast or episode. Also known as 'cover art'. Appears in podcast directories and supports brand recognition and audience appeal. Usually square and designed for mobile viewing.

AUDIENCE

The reason you hit record in the first place

Downloads

The number of times an episode **file is requested**. Often used as a baseline metric for podcast reach.

Listens

Tracked via podcast players and streaming platforms. Reflects **real-time engagement** and indicates actual consumption.

Age Targeting

Audience segmentation based on age groups. Enables brands to deliver their message to the most relevant demographic. Supported by select podcast ad platforms and data tools.

Brand Safety

Practices that ensure ads are not placed in or around podcast content that may harm a brand's reputation. Includes **content filtering**, keyword blocklists, and manual review.

Block Categories

A brand **safety control** that allows advertisers to prevent their ads from appearing in shows or episodes tagged with specific content categories (e.g., politics, religion, or explicit content).

OTHER TERMS

The essentials that didn't fit anywhere else

IAB (Interactive Advertising Bureau)

The **industry body** defining technical standards and best practices for digital advertising. IAB Podcast Measurement Guidelines standardise how downloads and impressions are counted.

IP (Internet Protocol) Address

A **unique number** assigned to each internet-connected device. Used in podcast analytics to track downloads, detect duplicates, and infer location — without identifying individual users.

RSS (Really Simple Syndication)

The **feed** that distributes podcast episodes to apps like Spotify and Apple Podcasts. When a new episode is published, it appears automatically across platforms.

Attribution

A method of tracking podcast ad effectiveness by matching exposure (who heard the ad) with action (website visits, purchases). Typically uses pixel tracking, IP matching, or custom URLs.

Measurement

The process of collecting and **analysing data** to evaluate podcast performance and ad effectiveness. Key metrics include downloads, listens, completion rates, audience demographics, and attribution data.

