



# 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 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.

