



## Podcast Advertising - Rate Card #1

### Baked In & Dynamic Ad Insertion Podcast Impressions

Impressions: up to 5 million

Type: 60-Sec

Rotation: Mon-Sun 24/7

Baked In Podcast Advertising						
National Packages	Package Rate	Cost Per Impression	Impressions	Minimum Campaign Length	Pixel Tracking Audio Additional Cost	Pixel Tracking Video Additional Cost
Package #1	\$5,200	\$0.065	80,000	2-weeks	\$140	\$200
Package #2	\$10,560	\$0.064	165,000	2-weeks	\$289	\$413
Package #3	\$21,420	\$0.063	340,000	2-weeks	\$595	\$850
Package #4	\$31,620	\$0.062	510,000	2-weeks	\$893	\$1,275
Package #5	\$42,700	\$0.061	700,000	3-weeks	\$1,225	\$1,750
Package #6	\$60,000	\$0.060	1,000,000	4-weeks	\$1,750	\$2,500

Dynamic Ad Insertion (DAI) Podcast Advertising						
National, Regional, Local Packages	Package Rate	Cost Per Impression	Impressions	Minimum Campaign Length	Pixel Tracking Audio Additional Cost	Pixel Tracking Video Additional Cost
Package #7	\$20,000	\$0.040	500,000	2-weeks	\$875	N/A
Package #8	\$30,000	\$0.040	750,000	3-weeks	\$1,313	N/A
Package #9	\$40,000	\$0.040	1,000,000	4-weeks	\$1,750	N/A
Package #10	\$60,000	\$0.040	1,500,000	4-weeks	\$2,625	N/A
Package #11	\$185,000	\$0.037	5,000,000	4-weeks	\$8,750	N/A

Most Popular Podcast Categories			
We Customize for You!!!			
African American	Employment	Health	Outdoor
Arts	Entertainment	Hispanic	Outdoor Recreation
Automotive	e-Sports & Video Gaming	History	Political
Beauty	Faith Based	Home & Garden	Real Estate
Boating	Family & Parenting	Immigration	Religion & Spirituality
Business	Fashion	Investing	Science
Business Entrepreneur	Fiction	Kids & Family	Society & Culture
Business Opportunities	Finance	Legal	Sports
Cannabis	Fitness	Leisure	Technology
CBD	Food	Men's Interests	Travel
College Students	Games	Mom's & Family	True Crime
Comedy	Golf	Motorcycles	Weddings
Consumer Electronics	Government	Music	Womens's Interests
Education		News	

**Example Podcasts**  
**with Hundreds More to Choose From**  
**We Customize for You!!!**

20/20	Golden Hour with Brendan Schaub	Some More News
ABC	Hamilton Collection	Teacher Off Duty Social Lisings
ABC Audio - Entertainment	Hannah Berner	The Armchair Historian
ABC Audio - Full News Bundle	I've Had It News	The Beverley Halls
ABC Audio - True Crime Bundle	Jack Osbourne Social Channels	The Command Zone - Game Night
Adam Carolla	Jamie O'Brien Social	The Joe Rogan Experience
Ben Greenfield	Jamie Villamor (Dating Intelligence)	The LaBrant Fam
Ben Shapiro	JerryRigEverything	The LOL Podcast
Bikes and Beards	Jordan Harbinger	The MeidasTouch Podcast
BroScienceLife	Junkyard Deigs	The Officer Tatum
Connan O'Brien	JustDustin	The Tim Dillon Show
Darknet Diaries	Kurzgesagt - In a Nutshell	The Young Turks
Dhadkane Meri Sun	LeanBeefPatty	Tom Bilyeu's Impact Theory
Digital Engine	Legal AF by MeidasTouch	TorStar
Digital Social Hour	Meidas Touch	Trent The eTraveler
Dom Mazzetti	Mel Robbins Money Podcast	Tucker Carlson
Eric Leija	Minutephysics	Vox
Financial Audit with Caleb Hammer	Nelk Boys	Wisecrack

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## NMS Podcast Platform Notes

### **1: Baked In Podcast Advertisement:** (also known as an **integrated or hard-coded**)

- A Baked-In podcast ad is a host-read advertiser endorsement, considered "individual spots", that stay embedded in the episode for a set duration—30, 60, 90, 120, or 365 days.
- A Baked-In Ad can also be Evergreen, meaning the ad remains permanently in the podcast episode.
- A Baked-In Ad can also be a "Live Read", meaning the ad is read during a live podcast stream and then edited into the podcast episode with a fixed shelf life or Evergreen.

#### **Benefits:**

- **Long-term reach:** The ad continues to be heard by new and returning listeners as long as the episode remains available.
- **Host credibility:** Host-read ads can increase listener trust and engagement due to the host's connection with the audience.
- **Greater frequency:** The ad is heard by listeners repeatedly over time, increasing the chances of recognition and impact.

### **2. Dynamic Ad Insertion (DAI) Podcast Advertisement:**

- A Dynamic Ad Insertion Podcast is a pre-recorded, often host-read, and dynamically inserted into podcast episodes at specific points (pre-roll, mid-roll, or post-roll) and considered "impression based".

#### **Benefits:**

- **Flexibility:** DAI campaigns can be adjusted regarding ad placement within the podcast even after the campaign has started. DAI Ad Insertion is a flexible, data-driven way to connect with listeners in a format they love, all while delivering measurable results and optimizing impact.

**3:** NMS Podcast rates listed are subject to change without notice.

**4:** NMS Podcast Channels may be updated or changed from time to time without notice. Clients may request to drop or add certain Podcast Channels if available.

**5:** Client may request that certain Podcast Channels be added from other NMS Podcast Channels as part of the media buy if available at that time.

**6:** The NMS Podcast Platform is designed to run on "all digital devices" including mobile phones, tablets, desktops and laptop computers. NMS highly advises that all devices are used in media campaigns to maximize results.

**7:** Clients are provided access to "custom" media buy programs based on specific demographics for their campaign(s). In addition, NMS will provide custom "per spot rate" recommendations based on their demographic and shows requested and/or suggested. Custom programs take 2–3 business days to provide to the client and are valid for a period of ten business days. In some cases, a vetting process or additional show-specific information may be required before approval. Vetting typically takes 1–5 business days, but for Top 100 podcasts or premium placements, the process may take longer depending on host requirements and show policies.

**8:** The NMS Podcast Platform offers advertising programs in the following breakdown.

- **National:** Includes all 50 States.
- **Regional:** Includes full states in a region or closely grouped DMA's (Demographic Market Areas).
- **Local:** Includes a local DMA - towns, cities, and their suburbs.

**9:** NMS will provide the client with a weekly campaign report and full details as to where and when the client's ads have run. This weekly campaign report includes the date of publication, time stamp, link to publication, ad verification, and any special notes. The report is updated weekly to ensure full visibility into campaign delivery and performance.

**10:** NMS Podcast Platform Advertisements run thru multiple Podcast Platforms based on availability at time of placement. Individual Podcast Channel buys are also available upon custom quotes and providing all requested information to NMS for consideration.

**11:** Individual Podcast shows as part of a multi platform buy may be purchased depending on availability on each Platform.

**12:** Podcasts listed on this Rate Card are examples of Podcasts that may be used in your campaign(s). Not all will be used in each campaign.

**13:** NMS Podcast Platforms have a 98% clearance rate.

**14:** All rates include FREE Infrastructure Review.

**15:** All placements after November 15, subject to potential rate increase of +25%.