



Deals with AdsWizz



Deal set-up options

We offer programmatic solutions in **two** ways:

1. Access to aggregated marketplaces via Audiology. This has both broadcast and podcast inventory.
2. Private Marketplace (PMP) deals with individual publishers. We recommend a minimum budget of \$5,000/month per PMP.

PMPs are dependent upon budget and publisher approval

To initiate the approval process, AdsWizz will request the following information:

|| DSP || Agency || Advertiser || Estimated Budget || Targeting || Flight Dates ||

PMP Publishers

Broadcast Publishers

pandora®

TUNE IN

SOUNDCLOUD



audiomack



UNIVISION

idobi

entravision

townsquare
media

emmis
communications



ALPHAMEDIA
ON-AIR . ON-SITE . ON-DEMAND

COXMEDIA
GROUP

Entercom

audiology
BY KATZ

iheartradio

Podcast Publishers

STITCHER

WONDERY

KAST
media

podcastone

blogtalkradiosm

VOXNEST

adswizz

We represent the largest digital audio marketplace in the United States. Audiology's curated portfolio includes the top 25 audio streaming services, podcasts, and terrestrial radio stations. We were created to help programmatic media buyers apply data effectively and reach highly targeted audiences at scale. Covering more than 2,500 premium stations, we enable brands with unprecedented growth opportunities.



**70% of US Monthly
Online Users**



**75% Listen Between
6AM and 8PM**



**120 Million Monthly
Unique Listeners**



**50% Listen on a
Mobile Device**



**1.2 Billion
Monthly Impressions**



**60% Household
Income \$100k+**

Podcasts are the fastest growing form of audio today, reaching 67 million people in the United States every month and we represent the single largest supply of podcast inventory. Audiology contains over 2,000 different podcasting programs, including the top 3 Non-NPR podcasters. We provide media buyers targeted dynamic ad insertion (pre, mid & post roll) allowing for campaigns to run based on the number of impressions served as opposed to downloads or sponsorships which lack in scale and measurement!

PodWave publishers require a “podcast style” ad. We expect that ads running on PodWave publishers will be soft-spoken/spoken word content, as opposed to a traditional “radio commercial” style of ad that has music/jingles in the background, and comparatively louder volumes



22M Unique Listeners



140 Million Impressions



75% Listen Between 6am-8PM



80% Listen Monday-Friday



55% Streamed vs Downloaded

PMP Publisher Highlight:



ALPHAMEDIA
ON-AIR . ON-SITE . ON-DEMAND

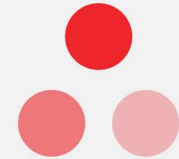
Alpha Media is a growing radio broadcast company providing media, entertainment and digital marketing solutions. Live and local is at the foundation of everything we do. Whether it's an on-air campaign, online strategy, or an event marketing sponsorship, our team will be relentlessly focused on the innovation required to drive the kind of results that will keep our partnership intact for the long-haul. Our deep commitment to our product, our fans, and our advertiser results, means you have a team committed to your success. Allow us to show you how Alpha Media will work for you!



STATES
23



STATIONS
198



MARKETS
46



196K unique users

99% LTR

70MM monthly avails

*subject to change

adswizz

PMP Publisher Highlight: audiomack

Audiomack is a **FREE**, limitless music sharing and discovery platform for artists, tastemakers, labels, and fans.



AUDIENCE INSIGHTS

With an audience that's nearly 90% under 34, Audiomack leads music discovery for Gen-Z and Millennial listeners.

17M MONTHLY ACTIVE USERS
51% U.S., 12% Nigeria, 6% FR, 6% U.K.

74% MULTICULTURAL
45% AA, 29% Hispanic

20M REGISTERED USERS
5M DAU (400% YOY Growth)

82% UNDUPLICATED AUDIENCE
Against SoundCloud, Spotify, TIDAL

adswizz

PMP Publisher Highlight: **blogtalkradio**sm

BlogTalkRadio is a web-based platform that allows podcasters and radio sites and talk show hosts to create live and on-demand talk format content for distribution on the web and podcast distribution channels.

50MM
monthly
avails

322K
monthly
unique
users

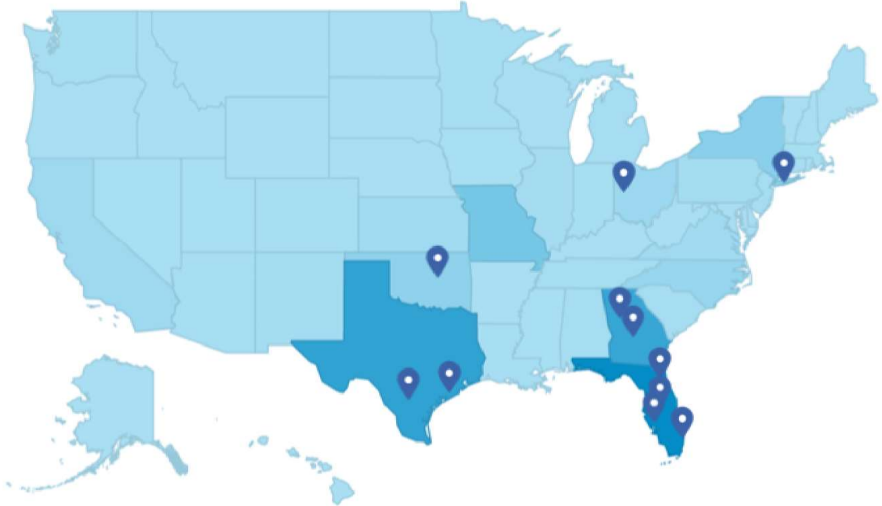


Digital Audio with Cox Media Group

DRIVE PROGRAMMATIC KPIS

50+
RADIO STATIONS

NEWS & TALK
CLASSIC ROCK
ALTERNATIVE ROCK
URBAN
TOP 40
COUNTRY
SPORTS TALK



10M

MONTHLY STREAMING HOURS*

*JAN-SEPT 2017

9M

TOTAL MONTHLY UNIQUES

*Source: Google Analytics

RADIO MARKETS

- ATHENS
- ATLANTA
- DAYTON
- HOUSTON
- JACKSONVILLE
- LONG ISLAND
- MIAMI
- ORLANDO
- SAN ANTONIO
- TAMPA
- TULSA

AVAILABLE FORMATS

THROUGH ADSWIZZ

- DIGITAL AUDIO

MULTI PLATFORM EXPERIENCE

- DESKTOP
- mWEB
- mAPP
- SMART HOME DEVICES

adswizz

PMP Publisher Highlight:



One of the nation's most respected diversified communications companies, **Emmis Communications** owns 11 FM and 3 AM radio stations in Austin, Indianapolis and New York. Emmis has a controlling interest in Digonex, a dynamic pricing company, *Indianapolis Monthly*, a city regional magazine and has been voted the Most Respected Radio Company in a poll of industry CEOs.



**770K
unique users**

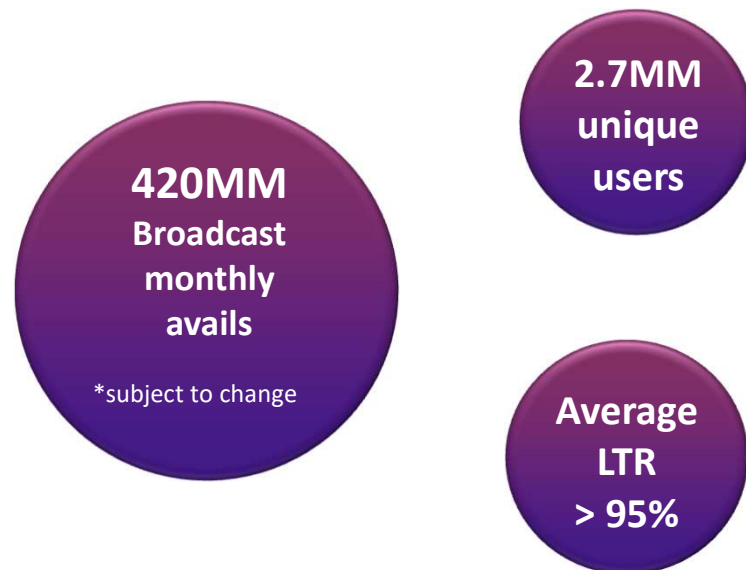
**Average LTR
> 97%**

Emmis Digital is responsible for leading our traditional radio properties in all emerging media. Our objective is to grow audience and revenue by integrating the mass reach of radio broadcasting with the one to one interaction of online, mobile and social media. Many consider radio an old school medium, but in fact, radio lives at the front edge of media integration and will continue to grow as digital technologies evolve.

adswizz

PMP Publisher Highlight: Entercom

We reach and engage with over 170 million people each month through broadcast, audio and digital platforms, and live events. As one of the country's largest radio broadcasters, our premier collection of highly rated, award-winning radio stations offers coverage of close to 90% of persons 12+ in the top 50 markets.



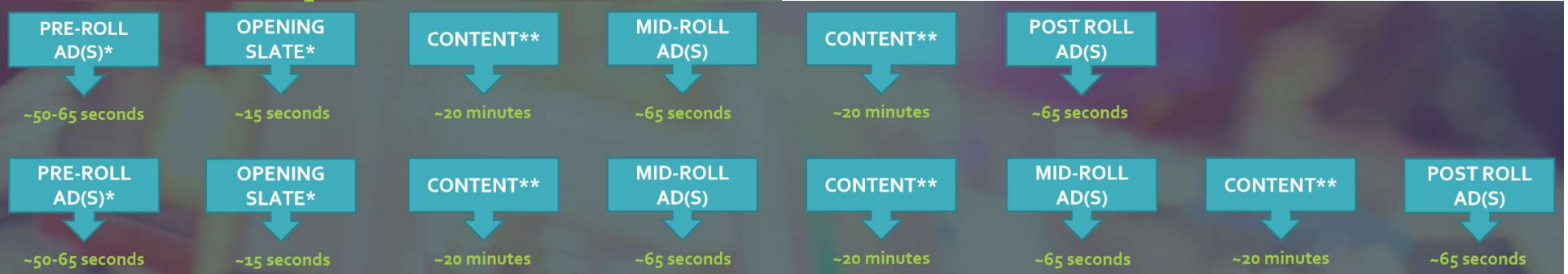
RADIO.COM is our integrated digital platform where consumers discover and connect live with premium, curated content powered by our locally programmed radio stations and their websites, podcasts, audio on demand, and exclusive content across entertainment, music, news and sports. RADIO.COM offers anytime, anywhere access through the mobile app and website, home listening devices and automotive dashboards and game consoles.

adswizz

PMP Publisher Highlight: Entercom

Anatomy of a Podcast

40 minutes & 1 hour in length



15MM Podcast Monthly Avails, *subject to change

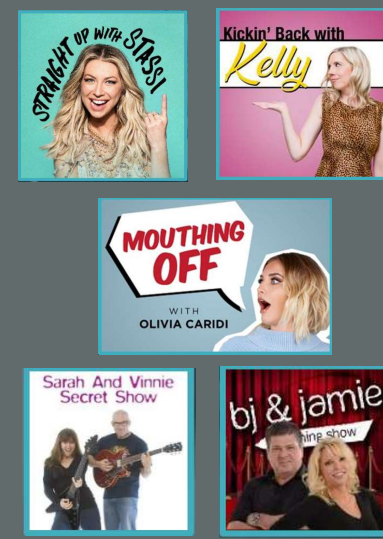
Sports & Recreation



News & Politics



Society & Culture



adswizz

PMP Publisher Highlight: entravision

SERVING U.S. HISPANICS, LATIN AMERICA & EUROPE

108 MM
monthly
avails

24MM
Podcast
monthly
avails

97%+
average
LTR

92% listen to **Audio** while doing other activities



In the Car



On the Go



At the Gym



At the Office



At the park



In the Subway

OWNED & OPERATED SITES



adswizz

PMP Publisher Highlight:

The internet's best radio; new music, unfiltered.

idobi Radio is a modern rock Internet radio station focusing on new pop punk and alternative music. The station broadcasts over the Internet via its website, app, iTunes and SHOUTcast. Established in 1999, idobi features interviews and music coverage, and radio shows hosted by popular artists.



**770K
unique users**

**Average LTR
> 97%**

adswizz

PMP Publisher Highlight: iHeartMEDIA

iHeartMedia is a leading global media and entertainment company specializing in radio, digital, mobile, social, live events and on-demand entertainment.

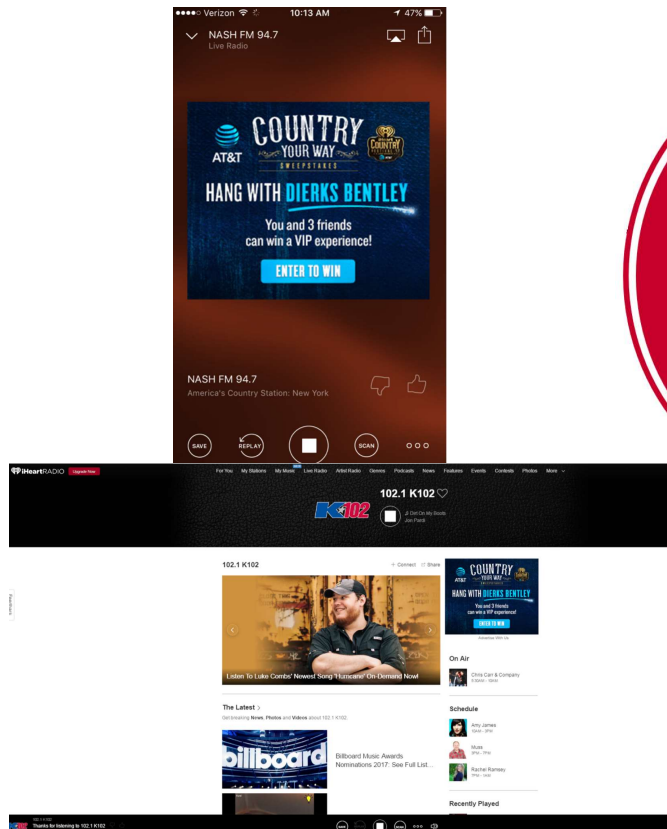
201MM Monthly Broadcast Avails

14MM Unique Users

Average LTR > 97%

iHeartRadio reaches
120M
Registered Users

With over a quarter of a billion monthly listeners in the U.S. iHeartMedia has the largest reach of any radio and television outlet in America.



adswizz

PMP Publisher Highlight: iHeartMEDIA

Stream the best podcasts from your favorite stations



16MM Monthly
Podcast Avails

14MM Unique
Users

Average LTR
> 97%

With over a quarter of a billion monthly listeners in the U.S. iHeartMedia has the largest reach of any radio and television outlet in America.

adswizz

PMP Publisher Highlight:



We are a Turnkey Podcast Management company offering:

Production

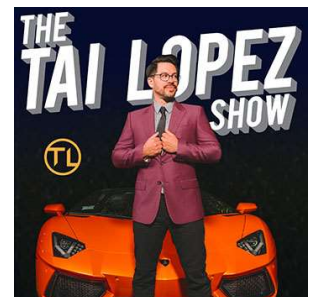
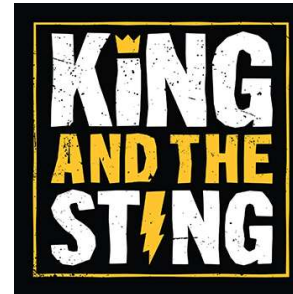
Full professional production, from ideation, through editing, mixing, and professional mastering. We provide industry standard podcast audio with an ear toward performance.

Promotion

Full social and email campaign management, including organic content, newsletters, paid social management, and in-depth, actionable reports on what is working, what is not, and what should be done.

Representation and Monetization

Sponsorship representation with an eye toward long-term brand relationships.



30+
shows

24 million
downloads/month

2 million
streams/day



PMP Publisher Highlight: +

Pandora is a leading music and podcast discovery platform, providing a highly-personalized listening experience to approximately 70 million users each month with its proprietary [Music Genome Project](#)[®] and Podcast Genome Project[®] technology - whether at home or on the go - through its mobile app, the web, and integrations with more than 2,000 connected products. As the largest streaming music provider in the U.S., with an industry-leading digital audio advertising platform, **Pandora** connects listeners with the audio entertainment they love. **Pandora** is a subsidiary of [Sirius XM Holdings Inc.](#) (NASDAQ: SIRI). Together, **Pandora** and SiriusXM have created the world's largest audio entertainment company.

593MM
monthly avails

98%
average LTR

60MM
monthly
unique users

SoundCloud is a music and podcast streaming platform that lets you listen to millions of songs from around the world, or upload your own. Start listening now!

SoundCloud can be bought through Pandora only

To initiate a deal request with Pandora, please email programmatic-sales@pandora.com

20MM
monthly
avails

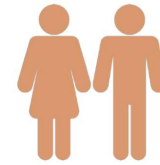
98%
average
LTR

6MM
monthly
unique
users

adswizz

PMP Publisher Highlight:

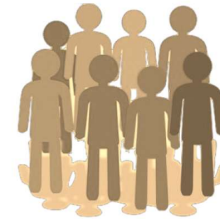
PodcastOne is the largest advertiser-supported podcast company, offering a 360-degree solution for both content creators and advertisers, including content development, brand integration and distribution. The network produces 350+ episodes weekly across a stable of hundreds of podcast programs, including Adam Carolla, Shaquille O'Neal, Steven Austin, Kaitlyn Bristowe, Dan Patrick, A&E's Cold Case, Laura Ingraham, Spencer and Heidi Pratt, Scheana Shay, Heather Dubrow, Jim Harbaugh Dr. Drew, Chael Sonnen, Penn Jillette, Rich Eisen, Barbara Boxer and hundreds more.



42% | 58%



College Graduates



A25-54



+ \$75,000 HHI

Monthly Avails 60MM
Monthly Uniques 3.7MM
Average Listen Thru Rate 99%+

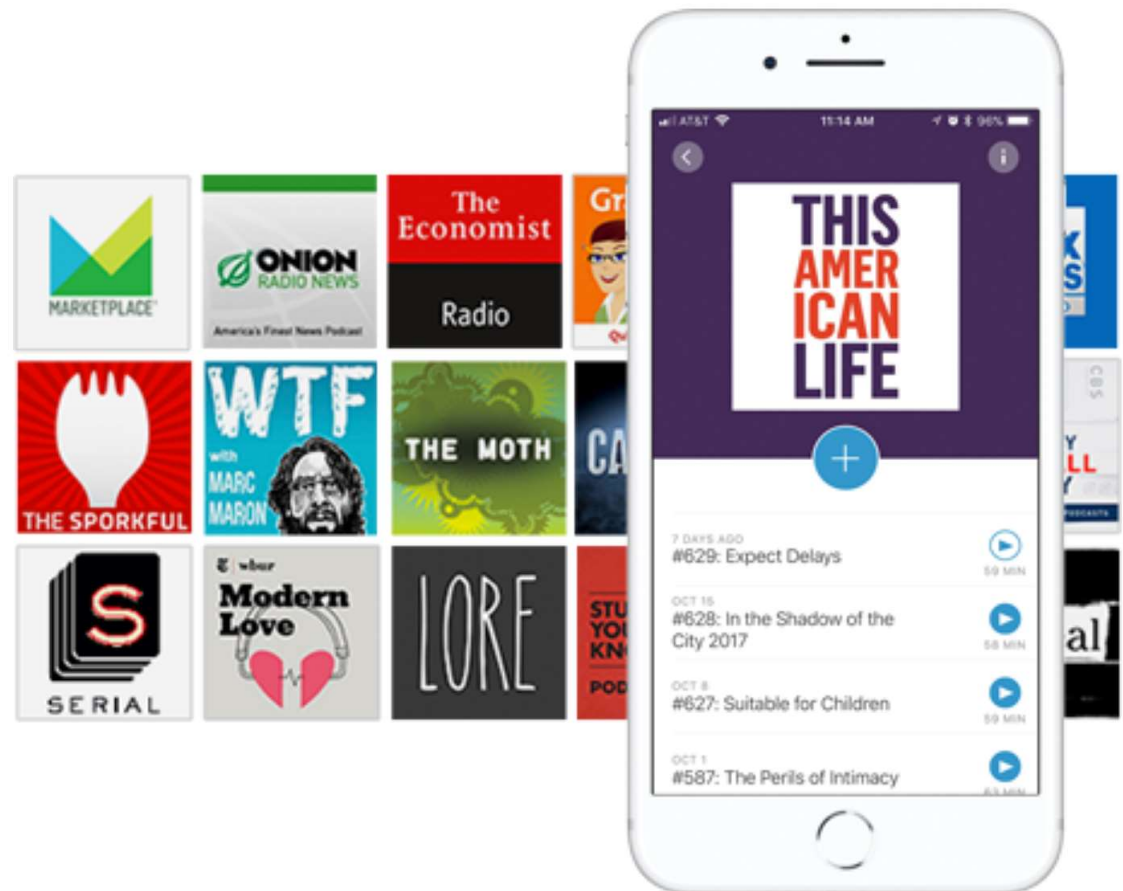
Average Listening Time 11 hours, 20 minutes per week
Listening Length 87% consume the entire episode
Listening Rate 97% listen within a week of release
In-Network Listenership 78% listen to more than one PC1 show

adswizz

PMP Publisher Highlight: STITCHER

Listen to over 100,000+ podcasts on your iPhone, Android, tablet, PC, Amazon Echo device or in your car - on demand

Get the latest episodes of your favorite podcasts wherever and whenever you want. From NPR's *Fresh Air* to *WTF* with Marc Maron, WNYC's *Radiolab* to the *Wall Street Journal*, Rush Limbaugh to Rachel Maddow and more, Stitcher organizes and delivers the world of spoken audio fresh daily.



PMP Publisher Highlight: targetspot

Targetspot reaches over 21% of the entire US Internet population. The Targetspot network includes over 100 of the leading online music, Internet radio and audio content providers with more than 4,000 audio content destinations connecting with listeners on mobile, tablet, PC and more.

59MM monthly avails

467k monthly uniques

On average people spend over 13 hours a week listening to online audio. And TargetSpot network includes the leading online music and digital audio content providers from

PMP Publisher Highlight: townsquare



TSM creates and distributes original and motivating media experiences that connect communities seamlessly with content they **love**, people they **trust**, products they **want** & things that **matter**.



27MM+

Fans and Followers



33MM+

Views per Month
380 channels



35MM

Multi-Platform UVs



325

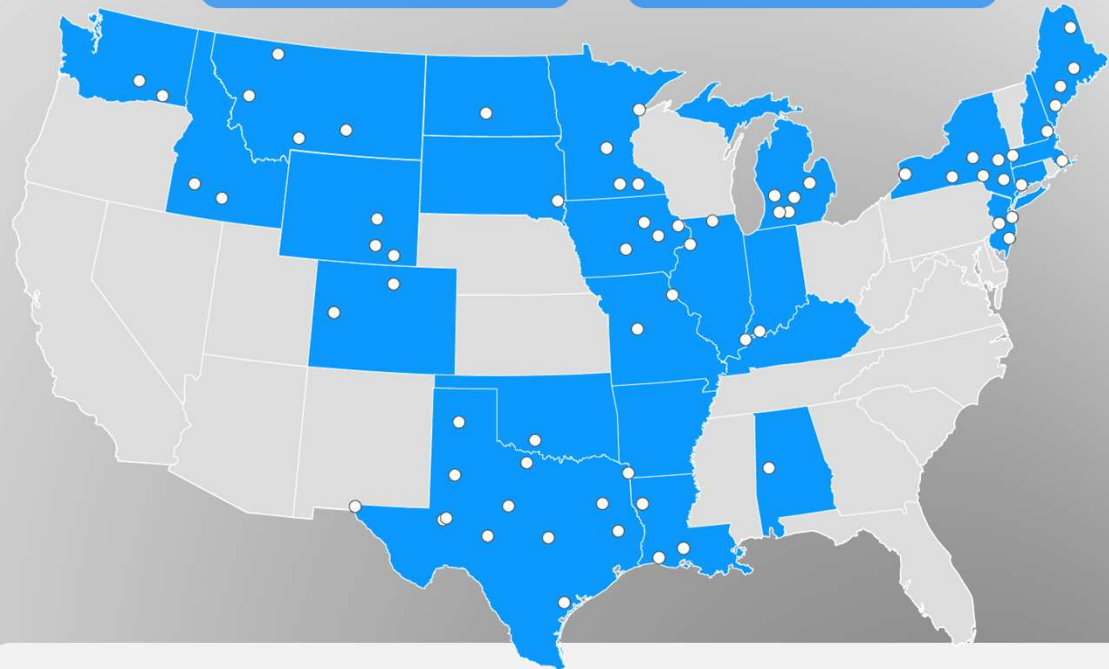
Radio Stations

6.3MM+

Total Online Listening
Hours per Month

7.6MM+

Online Radio Session
Starts per month



Consistent strength in **67 US Markets**

Powerful, heritage brands with large, loyal, engaged audiences

LIVE & LOCAL talent-driven programming on air,

online and at events that creates a direct audience relationship

PMP Publisher Highlight:



**8.5MM
unique
users**

**233MM
monthly
avails**
*subject to change

**Average
LTR
>95%**

Radio

100K+ local & national brands



Marquee stations from top radio networks from around the world that cover every format (sports, music, news and talk).

News

Free & premium news channels



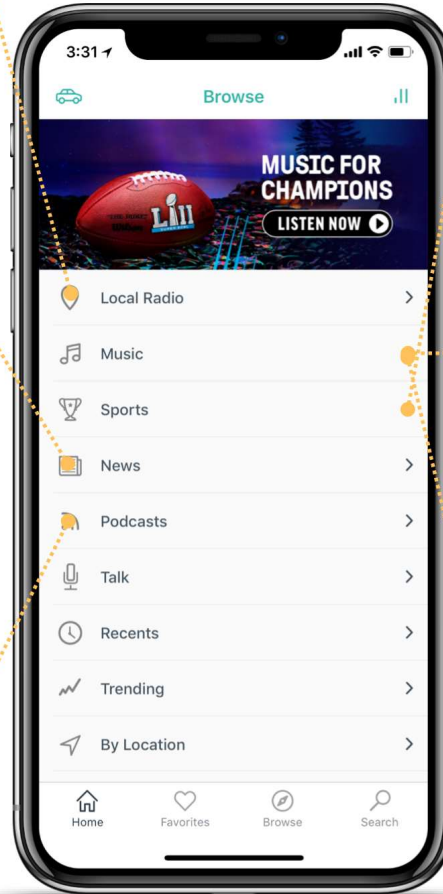
Thousand's of news related programs, stations, podcasts and news segments — and the only place to stream CNN and MSNBC for free.

Podcasts

Shows from the top publishers



Top podcast shows, networks and collections across every genre — totaling over 6m individual episodes. Offering also includes TuneIn franchise platforms like First Play* and Summer Binge**



Sports

An official league partner



- Hear the home call from every NFL, MLB, NBA and NHL game
- Live college football and basketball for 140+ schools
- Local + national sports talk
- Dedicated team channels in every league

Music

60 owned & operated channels



Human-hosted stations, featuring a wide range of exclusive content across every genre — live sessions, artist interviews, first plays and station takeovers.

Music Festivals

Live Streams & Original Content



Dedicated TuneIn Festival VIP channel featuring live streams from the country's top festivals and curated streams from artists past and present.

PMP Publisher Highlight:



Univision is America's Hispanic Superbrand and our connection to Hispanic America, the country's #1 growth engine. We know the Hispanic consumer better than any other media company knows ANY consumer. We also speak to Hispanics in language and in culture, letting you engage an unduplicated audience across TV, digital, social, radio and live events. Maybe the best part is we'll make it turnkey for you from beginning to end.

Hispanics are a **growing consumer** with an appreciation for brands that speak to them **in-language** and **in-culture**

60M

Hispanics in the U.S.

18%

of the total U.S. population

54%

of projected total population growth 2018 - 2028

88%

appreciate business that **communicate** with them **in Spanish**.

76%

believe there should be **more commercials** directed specifically to Hispanics.

88%

say companies that make sincere efforts to be part of, or invest, in their community deserve their **loyalty**.

58 LOCAL RADIO STATIONS

AUDIO

1.2 MM unique users

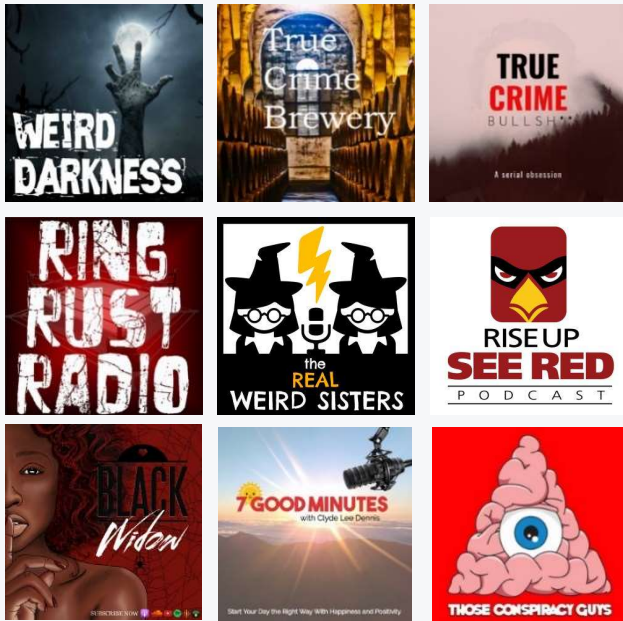
425 MM monthly avails
*subject to change

Average LTR 99%



PMP Publisher Highlight: **VOXNEST**

Top Podcasts



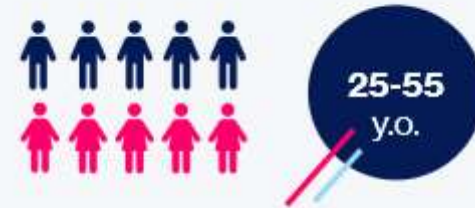
Top Genres

News | Health | Sports | Education | True Crime

VAN is a place where any advertiser can find its own ideal audience. No matter how big and diverse your campaign is, we can run it.

11 M
monthly impressions
(USA)

Audience:



Overall the audience is both Male and Female (age 25-55)

Listeners Affinity Categories:

BOOK LOVERS

FAST FOOD CRAVERS

SPORTS & FITNESS FANS

MUSIC LOVERS

PMP Publisher Highlight: **WONDERY**

34M

global monthly downloads

37% male

63% female

46

median age

Run across the prestigious NBC News/MSNBC roster of podcasts



adswizz

Targeting by AdsWizz

Geo Targeting

US targeting is applied by default. We can refine geo targets at the country, state, city, DMA, and zip code level

Language Targeting

Target by language

Device Type Targeting

- Mobile and Tablets
- Desktop and Laptops
- Digital Appliances

Genre Targeting

Radio Genres

- Adult Contemporary
- Alternative
- Christmas
- Classic Rock
- Classical
- Controversial
- Country
- Easy Listening
- Electronic
- Jazz
- Metal
- Oldies
- Public
- Rock
- Schlager
- Top 40/Hits – Pop
- Urban – Hip-Hop
- World

Podcast Genres

- Arts
- Business
- Comedy
- Education
- Fiction
- Government
- History
- Health
- Kids & Family
- Leisure
- Music
- News
- Politics
- Religion & Spirituality
- Science
- Society & Culture
- Sports
- Technology
- True Crime
- TV & Film

Pricing

Pricing for **publisher PMPs** is dependent upon publisher review and approval

Additional Questions? Please reach out to programmatic.requests@adswizz.com