PRODUCT INFO

Streaming **Audio**

Reach your audience with programmatic streaming radio and podcast advertising.



Music and audio are with us all day: when we wake up, commute, work, hit the gym, eat, and everywhere in between. Streaming audio puts your message in those moments, on the platforms people already love.

OVERVIEW

Add **non-skippable, brand-safe** audio ads to your local marketing. Choose inventory by location and hour of day to reach your audience when they're listening.

Run traditional radio-style campaigns with the added benefits of real-time reporting, conversion metrics, cross-device targeting, and optimization across channels.

Platforms include **Spotify, iHeartRadio, SoundCloud, Triton, Univision, Entravision**, and more.

DETAILS

- **Robust interest, demographic, and geographic targeting** to reach your specific audience.
- Target by **geography and time of day** to focus on your most valuable prospects.
- **Reporting** on completion rate, clicks, and conversions shows how audio works with your other channels.
- **Clickable companion banners** appear on screen while your ad plays, linking to your landing page.
- **Retarget listeners** who reached the midpoint or end of your ad.

228M
U.S. digital audio listeners

106M
U.S. Spotify listeners

158M
monthly U.S. podcast listeners

Add the Max Media Podcast Network

Go beyond streaming spots with **host-read endorsements, pre-, mid-, and post-roll ads, episode or season sponsorships,** and category exclusivity on local shows produced in Max Media's own studios. Ask about live podcast recordings and recording your own business podcast.

Sources: eMarketer (digital audio and Spotify listeners); Edison Research Infinite Dial 2025 (podcast listeners).