



CUMULUSTM
PODCAST NETWORK

Leading U.S. Podcast Network

Where the Conversation Starts...
The voices of our country, across viewpoints and ideologies, shape who we are, what we stand for, and where we are headed.

We've created a unique and inclusive podcast network that starts America's conversation every day.

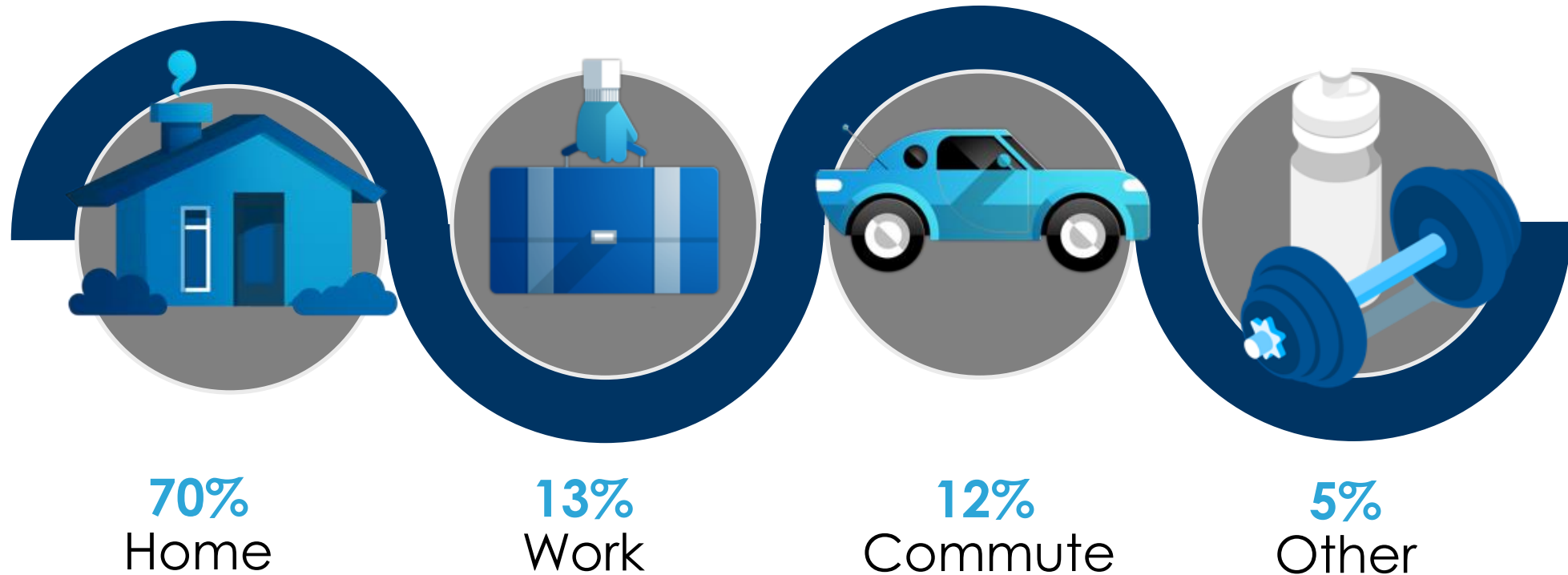
Downloads/
Streams Monthly

140+
Million

17M

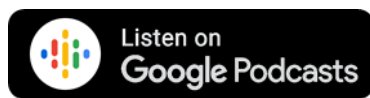
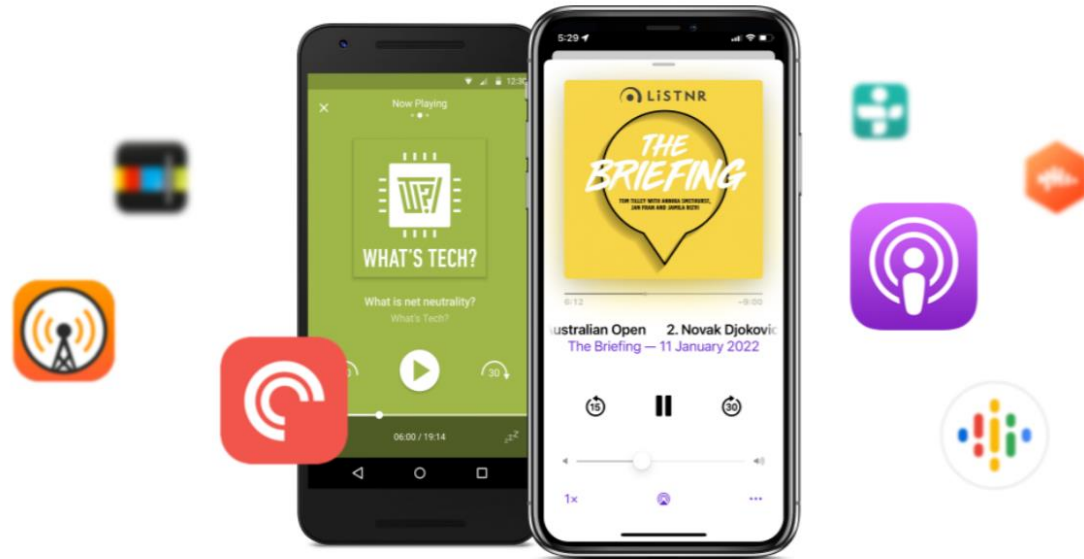
Unique
Listeners

...Who Listen Everywhere They Go



Podcast Feeds for All Your Fans

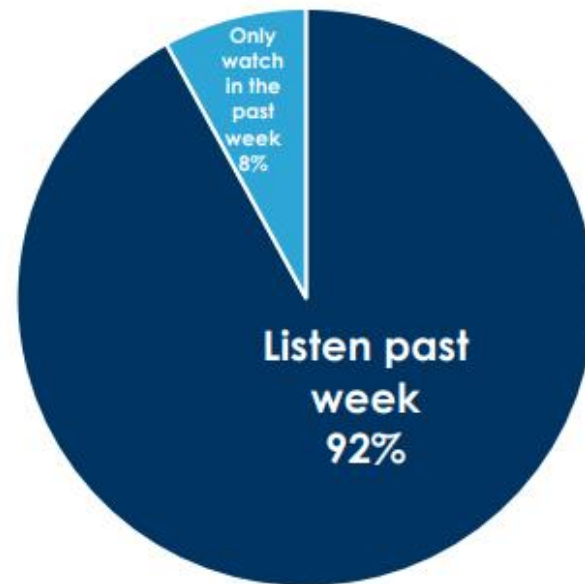
Scale, Diversity, Creative Ad Solutions, and Incredible Data and Attribution, with Distribution across all Major Platforms



Bring Your Audio to Life with Video

92% of podcast consumers say they listened to podcasts in the last week; 8% say they only watched podcasts

Expanding the definition of the podcast audience to those who “watch” rather than just “listen” increased the podcast universe by 8%



Watchable podcasts have grown in popularity: Driven by Podcast Newcomers, more consumers prefer podcasts with video they can actively watch or minimize to listen in the background vs. podcasts that are just audio.



REAL TALK

Audience

38%



62%

75%

Work Full or
Part Time

40

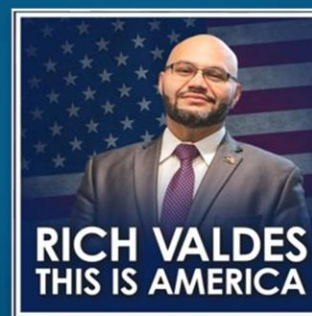
Median
Age

39%

Have a Household
Income of \$100K+



Real Talk





SPORTS Audience

24%



76%

74%

Work Full or
Part Time



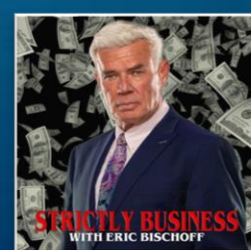
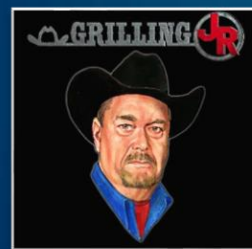
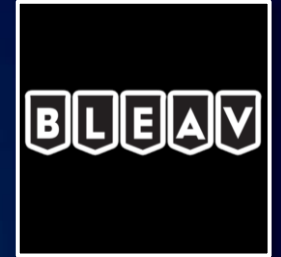
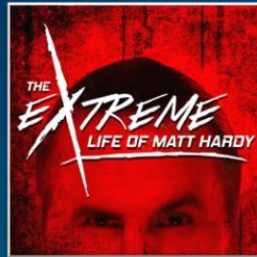
41

Median
Age

42%

Have a Household
Income of \$100K+

Sports



World Leading On-Demand Audio Analytics

Download and podcast metrics



Downloads

See your downloads over time for a single episode, a playlist, a show or even your entire company. Estimate your reach from unique IPs.



Device type

Find out if your listeners are accessing your content on desktop, mobile or smart speakers.



Compare clip downloads

An easy-to-read graph of any clips (up to 20), allowing comparison of download performance over time since publishing.



Player source

Get an unparalleled insight into how your audience listens to your audio - through RSS feeds, embedded players, social media or web players.



Apps

Identify which podcast apps your listeners are using. Omny Studio tracks the most popular mobile and desktop podcast apps.



Shared listeners

This tool allows you to compare listeners across two or more programs (or networks) to find the number of unique and shared listeners.



Location

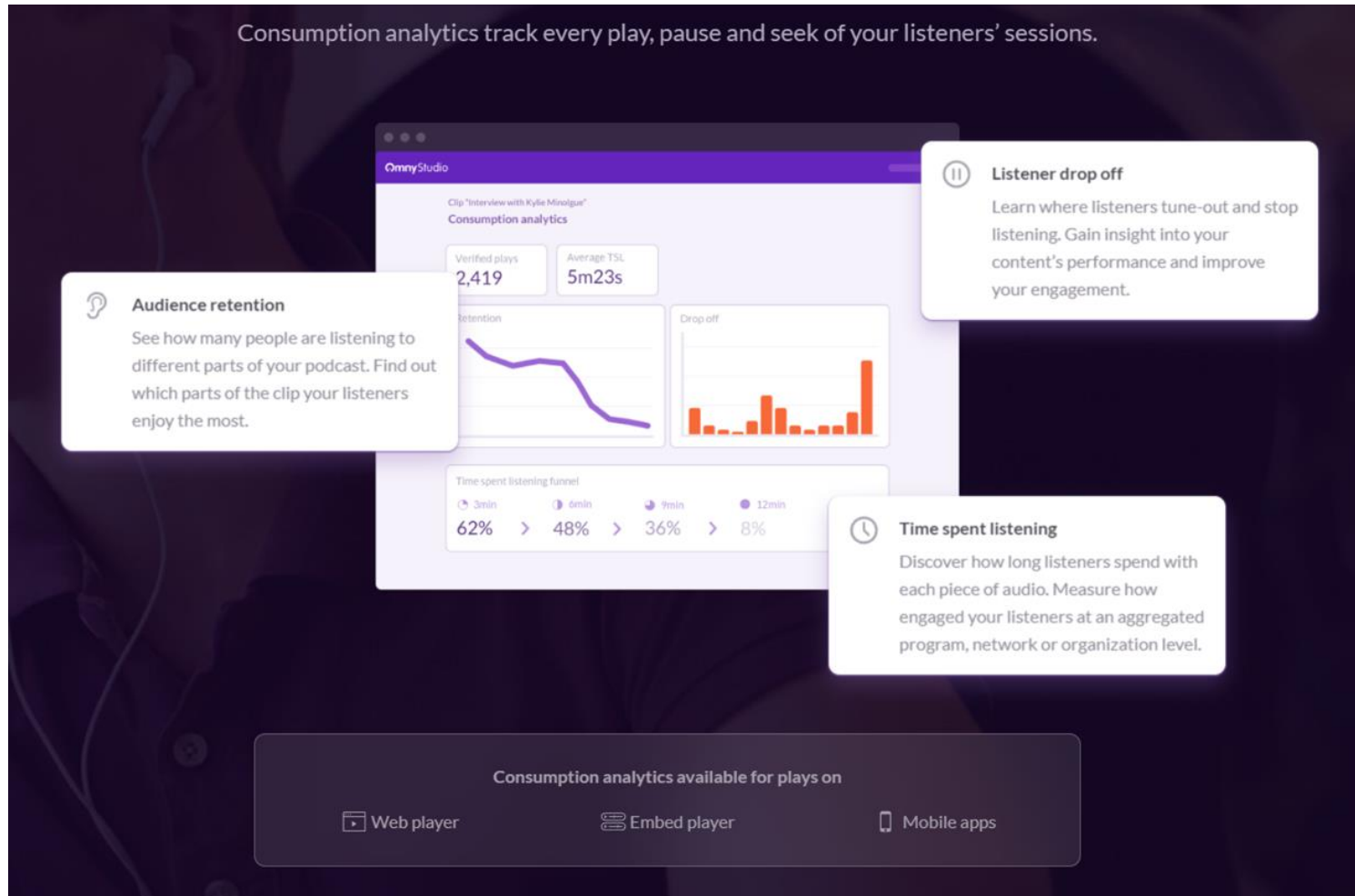
Review a map of where your listeners are across the globe. View a breakdown by country and drill down into cities.



Devices

Break down the different mobile and computing devices your audience is using to listen to audio.

See How Many People Are Listening at Each Second



- Near Real-Time Updates
- Export and Explore
- Compare and Contrast
- IAB Certified Reporting

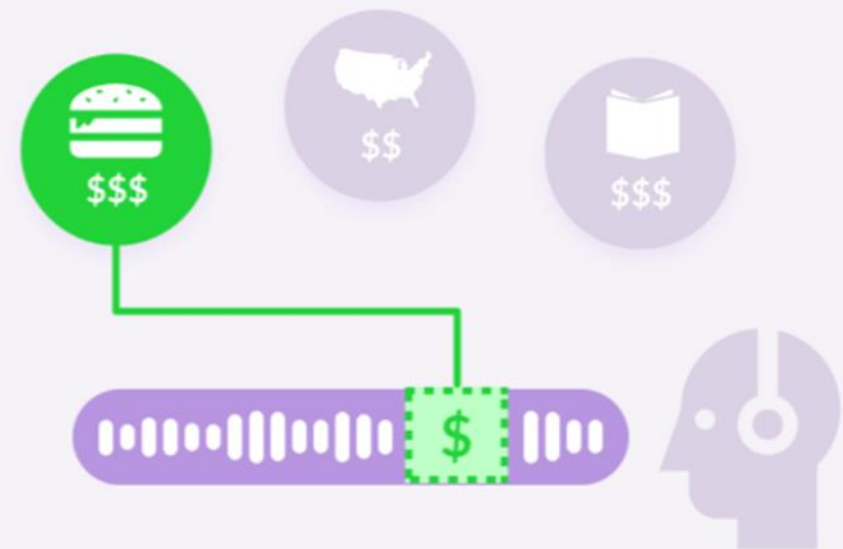
Monetize Your Podcast

Flexible advertising solutions

Omny Studio integrates with the Triton Advertising Platform (Tap) and Triton Audio Marketplace to enable comprehensive campaign and targeting management.

Dynamic & targeted ad insertion

Unique audio ads for each listener can be dynamically inserted into your episodes as pre-roll, post-roll and even mid-roll by placing ad markers using our web audio editor.



Unlock the Full Potential of Your Podcast



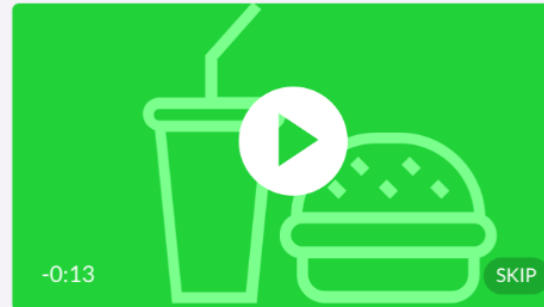
Buy 2 burgers and get a free drink this weekend at Ham & Burgers.

Native host-read commercials

Monetize without breaking the intimacy and flow of your shows with a script read or ad-libbed endorsement.

Sponsored content

Leverage your existing brand, reach, personalities and production capabilities to develop and publish custom shows commissioned by advertisers.



Video ads for embeds

Deliver engaging video advertising for listeners on your website using our embeddable player.

Leverage Our Platforms for Your Brand Narrative



Cumulus Media Podcasting Studio

The Cumulus Media Toledo Podcasting Studio Includes:

- Use of Sound-Proof Studio
- Use of Audio and Video Equipment
- Board Operator
- Editing of Podcast

Pricing

\$500 for a 30-minute podcast per session.

**Introductory
Special of \$300
for a 30-minute
podcast per
session for the first
3 months!**

The Power of Precision Audio

Precision Audio is able to identify and serve audio ads to your target audience. We do this through using demographic targeting like age, gender and DMA.

- **Precision Audio** gets your brand in front of the same audience when they are not by the radio.



Holistic Audio Campaign

Use Precision Audio to target using demographic, location, interests and more. Combine Precision Audio with Radio for a holistic Audio campaign.

Precision Audio ads can serve to the targeted audience on their mobile phone, tablet and/or computer while they:

- Stream their favorite radio station (all radio formats included)
- Listening to podcasts

Example Streaming Partners



Select your Audience

- Location
- Demographic
- Interests
- Matchback by request

Choose Your Creative Length

:15 sec
:30 sec
:60 sec

Schedule your flight dates!

Facebook & Instagram

Effective methods tailored to goal of your campaign



Facebook/Instagram are incredibly flexible platforms, with the ability to generate many different creative types and campaign objectives! We find **unique profiles** specific to your ideal demographics, including: age, gender, interests, political affiliation, likes, hobbies, careers, etc.

Below is a summary of the metrics that Facebook/IG campaigns are tracking:

Impressions - Number of times an ad was served

Clicks - Number of times an ad was clicked on, and the user taken to the Click Thru URL (CTURL)

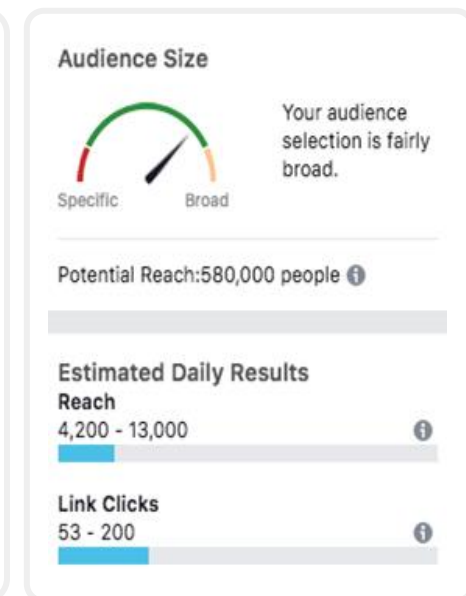
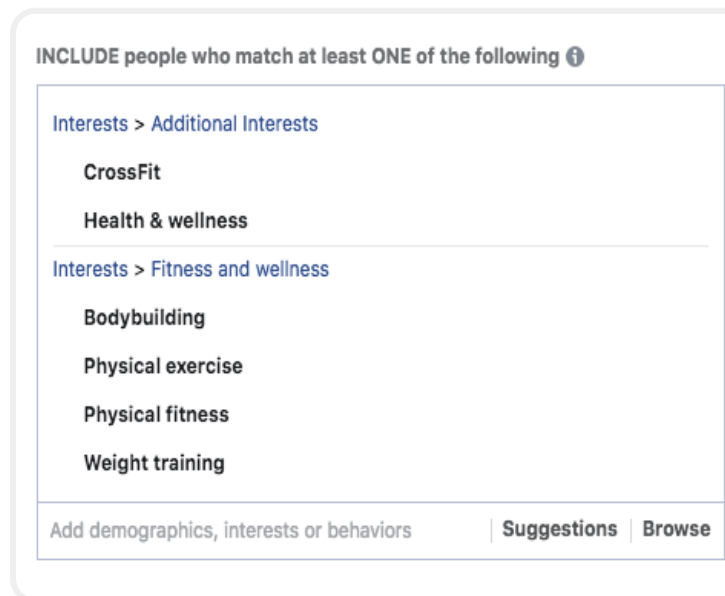
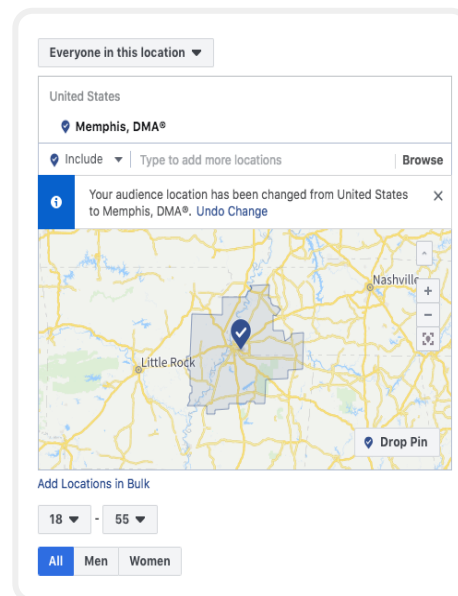
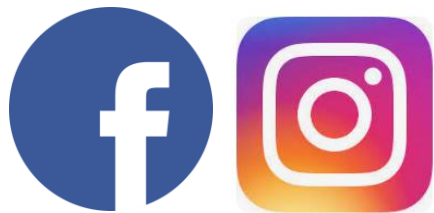
CTR - Click Thru Rate. (Clicks) ÷ (Impressions)

Ad Reach - Total number of individuals who were targeted.

Estimated Ad Recall Lift Rate - A calculated percentage of users who are likely to remember this client's Brand Name/Product/Service two days after seeing an ad.

Page Likes - Number of new "likes" your Facebook Page has received as a direct result of your marketing efforts.

These lists are meant to give you an **idea & estimation** of the potential reach & targeting abilities within Facebook's Ad network, specific to a campaign.



Effective methods for the greatest reach with Facebook approved creatives and call-to-actions, **tailored to the goal of your campaign.**

YouTube

Called *TrueView*, these ads run on YouTube and can be as short as 5 seconds and as long as 1 minute.

Because of YouTube's policies, these are available on a spend + management fee basis and impressions can't be guaranteed.

Over **1.8 billion people** worldwide watch videos on YouTube every month. Your ad can show up in different places on the website so that **your message is always front and center.**

The image is a screenshot of a YouTube video player. At the top, the browser address bar shows the URL 'youtube.com/watch?v=BsUOvDzmrks'. The YouTube interface includes a search bar with the word 'puppies' and navigation icons. The video player itself shows an advertisement for Cold-EEZE. The ad features a box and a bottle of 'Cold-EEZE Plus DEFENSE' lozenges. Text overlays on the ad include 'CAN SHORTEN YOUR COLD' and 'ALSO PROMOTES IMMUNE HEALTH'. Below the video player, the video title is 'Funniest & Cutest Golden Retriever Puppies #21 - Funny Puppy Videos 2019' and the channel is 'Grumpy Dogs' with 338K subscribers. A 'Skip Ad' button is visible in the bottom right corner of the video player.

Summary

Cumulus Media Can Help You...

- Create Professional Podcasts
- Monetize Podcasts
- Advertise the Podcast to Gain Listeners

Thank You!