

ADOPTER Media | Podcast Advertising That Works

Understanding the types of podcast ads is the first step to building a campaign that resonates.

Ad Type	Best For	Engagement Level	Integration Style	Flexibility	Performance
Host-Read	Building trust and personal connection	High - Feels like a natural recommendation	Conversational, often unscripted	Low - Typically baked into the episode	Best for engagement and conversion
Producer-Read	Maintaining brand consistency and control	Moderate - Professional but lacks personal touch	Structured and fully scripted	Moderate - Can be pre-recorded but not usually updated	Good for awareness but lower engagement
Dynamically Inserted	Targeting specific demographics with programmatic placement	Variable - Depends on targeting and placement	Can be host-read or producer-read, but inserted dynamically	High - Can be swapped and updated easily	Best for targeted reach but may feel less authentic