

Podcast Advertising

SPEAKING OF PSYCHOLOGY PODCAST: 2027 RATES

DURATION	PRE-ROLL	MID-ROLL
15 seconds	\$25 CPM	\$35 CPM
30 seconds	\$35 CPM	\$45 CPM

All ads booked directly through APA are host-read, but not host-endorsed.
Average weekly downloads are approximately 25k.
Average advertising buy is 25,000 downloads.

SLIDING SCALE DISCOUNT

NUMBER OF DOWNLOADS	SAVINGS
75-125K	15% OFF
126-225K	20% OFF
226K+	25% OFF

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