

## Liberated Syndication Reports December Podcast Advertising Rates

**Pittsburgh, PA – January 4, 2022 - Liberated Syndication Inc. (LSYN) (“Libsyn” or “the Company”)**, the industry’s leading podcast hosting platform and advertising marketplace, today provided an update on podcast advertising rates.

These rates, which are denoted as cost per thousand or CPM, are published monthly by the Company’s subsidiary, AdvertiseCast, the industry’s leading podcast advertising marketplace connecting advertisers to podcasters. The data is derived from actual sales data from across the 2,300+ podcasts in the AdvertiseCast marketplace.

For December 2021, the average CPM rate for a 60-second spot was \$23.78.

“Podcast advertising rates inched up in December, a common occurrence with such a high demand month,” said Dave Hanley, Chief Revenue Officer at AdvertiseCast. “We continue to be bullish on rate stability in 2022 as we see more and more highly affordable opportunities for direct response advertisers to partner with small and mid-sized podcasts this year. These relevant and influential shows will continue to be the heart of podcast advertising, creating fantastic opportunities for brands to reach highly engaged listeners.”

Historical rates can be found on the AdvertiseCast podcast marketplace website at: <https://www.advertisecast.com/podcast-advertising-rates>

The Company will continue to announce these figures on a monthly basis to enable podcasters, advertisers, and the investor community to readily monitor market pricing and provide greater insight into advertising monetization within the podcasting industry.

For more information on podcast advertising rates or other inquiries, please contact Dave Hanley at [dave@advertisecast.com](mailto:dave@advertisecast.com).

### **About Liberated Syndication**

Liberated Syndication Inc. (“Libsyn”) is a world leading podcast hosting platform and advertising marketplace that has been providing publishers with hosting, distribution and monetization services since 2004. Libsyn hosts over 5.8 million media files from more than 75,000 podcasts and delivered over 6 billion downloads in 2020. Podcast producers choose Libsyn to measure their audience via IAB V2 certified stats, deliver popular audio and video episodes, distribute their content through smartphone apps (iOS and Android), and monetize via premium subscription services and advertising. The Company also owns Auxbus, Glow, Pair Networks and AdvertiseCast, the industry’s leading podcast advertising marketplace connecting advertisers to podcasters.

Brands powered by Libsyn help all creators podcast better by providing innovative tools for creation, hosting, growth and monetization. Visit Libsyn on the web at [www.libsyn.com](http://www.libsyn.com); Auxbus at [www.auxbus.com](http://www.auxbus.com); AdvertiseCast at [www.advertisecast.com](http://www.advertisecast.com); and Pair Networks at [www.pair.com](http://www.pair.com). Investors can visit the Company at the “Investor Relations” section of Libsyn’s website at <https://investor.libsyn.com>.

Liberated Syndication is headquartered in Pittsburgh with a world-class team and global reach.

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**Contact:**

At the Company:

Laurie Sims, President and Chief Operating Officer

Liberated Syndication

[investor@libsyn.com](mailto:investor@libsyn.com)

Jeremy Hellman, CFA, VP

The Equity Group Inc.

(212) 836-9626

[jhellman@equityny.com](mailto:jhellman@equityny.com)

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