

Libsyn Unveils June 2022 Podcast Advertising Rates

PITTSBURGH, July 1, 2022 – Today, [Liberated Syndication Inc.](#) (“Libsyn”), the leading ‘Podcasting As A Service’ platform, announces its June 2022 Podcast Advertising Rates, including the highest CPM categories.

“The average CPM for an ad sold through Libsyn’s AdvertiseCast is remaining remarkably steady amidst a changing economic environment,” said Dave Hanley, Chief Revenue Officer at Libsyn’s AdvertiseCast. “Marketers and advertisers are embracing the medium as listenership continues to surge. And we continue to invest in new tools, meaningful insights, and ad tech innovations to provide them with the ability to scale, measure, and effectively target podcast listeners around the world.”

The AdvertiseCast June 2022 Podcast Advertising Rates

The following rates, which are denoted as cost per thousand or CPM, are published monthly by Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. The Company released the figures to empower the two communities to readily monitor market pricing and provide greater insight into podcasting advertising as a monetization vehicle. The data is derived from actual sales data across AdvertiseCast’s network of more than 2,900-plus shows, including over 210 exclusive podcasts.

For June 2022, the **average CPM rate** was \$23.97 for a 60-second ad spot.

The **three highest CPM categories** in June based on delivered advertising were:

- Technology: \$27
- Business: \$26
- Education: \$24

Historical monthly CPM rates can be found on AdvertiseCast’s website at: www.advertisecast.com/podcast-advertising-rates.

About Liberated Syndication

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading ‘Podcasting As A Service’ platform that empowers creators to host, distribute, monetize, amplify, and measure their audio content. In 2020, the Company delivered over 6 billion downloads and hosted over 5.8 million podcast episode files from more than 75,000 podcasts around the world. Libsyn’s dynamic, open ecosystem is designed to meet the needs of the full spectrum of podcast creators and foster the effortless creation, development, monetization, and growth of their podcasts. Brands powered by the Company include podcast creation platform, [Libsyn Studio](#); podcast membership platform, Libsyn’s [Glow](#); web hosting platform, [Pair Networks](#); and Libsyn’s [AdvertiseCast](#), the industry’s premier podcast advertising marketplace that connects advertisers with podcasters. Visit libsyn.com or investor.libsyn.com for more company information.

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