

## Libsyn's AdvertiseCast Renews Exclusive Ad Partnerships with a Multitude of Popular Podcasts

***Renewals include Audivita Studios, A Date With Dateline, Combat Story, Christopher Titus, Dr. Phil, I've Got a Secret! with Robin McGraw, Behind the Velvet Rope, and Very Bad Wizards***

**PITTSBURGH, April 12, 2023** – [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, today announced the renewal of exclusive, multi-year advertising deals between Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters, and a multitude of popular podcasts shows and networks that include: Audivita Studios, A Date With Dateline, Combat Story, Christopher Titus, Dr. Phil, Behind the Velvet Rope, and Very Bad Wizards.

With its growing network of hundreds of exclusive podcasts and thousands of participating shows, Libsyn's AdvertiseCast marketplace offers advertisers valuable opportunities for accessing highly sought-after podcast advertising inventory. The expanding roster of exclusive advertisers are able to leverage AdvertiseCast's full-service advertising platform, including Libsyn's [Automatic Ads solution](#) to augment host-read programs with programmatic ad revenues and **Libsyn Subscriptions** to build listener membership for subscription-based, ad-free content.

Exclusive renewals include:

- With millions of listeners, [Audivita Studios](#) produces two powerful weekly podcasts and video podcasts: The Rich Dad Podcast beats conventional advice on personal finance, investing, and business with the author of Rich Dad Poor Dad, Robert Kiyosaki, and Rich Dad's StockCast, a podcast that throws out all the media's useless information about the stock market and stock investing and gives you real advice and real strategies from a real teacher, Andy Tanner.
- [A Date With Dateline](#) is a podcast hosted by Kimberly Arnold and Katie Mitchell who are professional true crime TV experts with no formal training, but evidence lockers filled with snark and uninformed opinions. They watch Dateline in hopes to learn how to prevent their new husbands from murdering them for the life insurance money.
- [Combat Story](#) is a podcast hosted by Ryan Fugit that highlights the courageous, outrageous, crazy, and surreal experiences veterans recall from their toughest days in the foxhole, cockpit, and front lines.
- With over seven million downloads, [Christopher Titus](#), Bombshell Rae and The Hylinder Ken Hylinder host the Titus podcast that takes no prisoners as they try to make sense of out of the insanity behind today's headlines. You can also see the podcasts on YouTube or be in the audience at one of their comedy shows nationwide.
- [Dr. Phil](#) is renewed, and his production company Stage 29 creates the “Phil in the Blanks” podcast featuring in-depth interviews with guests from all disciplines, from entertainment to medicine and more. By popular demand, he also hosts a true crime podcast called “Mystery and Murder: Analysis by Dr. Phil,” which takes an in-depth look at true crime cases and mysteries and provides his in-depth analysis. AdvertiseCast also offers The Best of Dr. Phil, featuring full episodes of Dr. Phil's down-to-earth, common sense, usable advice for the challenges of life.
- [I've Got a Secret! with Robin McGraw](#) is a podcast where listeners feel empowered and informed to live their best and happiest lives. Robin leads discussions and interviews with the world's most powerful and talented women and men while offering her experience as a best-selling author, entrepreneur, philanthropist, fashion and beauty icon, television personality and matriarch.
- [Behind The Velvet Rope](#) is a podcast hosted by David Yontef that features interviews with TV stars and pop culture icons. David's relaxed, friendly interview style has welcomed a wide variety of guests – from Real Housewives, musicians, comedians, actors, reality stars, designers, and more.
- [Very Bad Wizards](#) is a podcast featuring a philosopher, Tamler Sommers, and a psychologist, David Pizarro, who share a love for ethics, pop culture, and cognitive science, and who have a marked inability to distinguish sacred from profane. Each podcast includes discussions of moral philosophy, recent work on moral psychology and neuroscience, and the overlap between the two.

“Podcast advertising is one of the fastest growing ad channels that's experiencing new interest with brands across categories, and we've been at its forefront since inception,” said Trevr Smithlin, Chief Innovation Officer and Head of Publisher Relations at Libsyn's AdvertiseCast. “We're proud to expand our exclusive partnerships with such

acclaimed and celebrated creators and look forward to deepening these relationships while enabling more advertisers to access and tap into the magic of podcasting.”

Libsyn's AdvertiseCast empowers brands to effectively target and reach a fast growing and coveted podcast audience and helps creators to monetize their audio and video content. The marketplace combines an industry-leading ad buying and management platform with full-service capabilities that makes it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns, while providing maximum return for creators.

For more information or to advertise on AdvertiseCast's exclusive shows, please reach out to [sales@advertisecast.com](mailto:sales@advertisecast.com).

### **About Liberated Syndication**

Founded in 2004, Liberated Syndication Inc. (“Libsyn”) is the leading all-in-one podcasting platform for creators and advertisers to host, distribute, monetize, amplify, and measure their audio content. In 2022, the Company hosted over 75,000 shows and delivered over 8 billion downloads to listeners globally. Libsyn's [AdvertiseCast](#) marketplace combines an industry-leading ad buying and management platform with full-service capabilities that make it easy for podcast advertisers to initiate and manage highly targeted and measurable campaigns on over 3,000 shows. Based in Munich, Germany, Libsyn's [Julep Media](#) platform is the leading podcasting hosting platform and advertising marketplace in Europe. Libsyn also powers podcast membership platform, [Glow](#), and web hosting platform, [Pair Networks](#). Visit [libsyn.com](https://libsyn.com) or [investor.libsyn.com](https://investor.libsyn.com) for more Company information.

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