

Libsyn's AdvertiseCast Signs Exclusive Ad Partnership with Knock 'Em Dead, A New Podcast by Rachel Bradley & Christopher Titus

PITTSBURGH, July 11, 2023 – [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, today announced an exclusive, multi-year advertising deal between Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters, and [Knock 'Em Dead](#), a new comedy podcast co-hosted by [Rachel Bradley and Christopher Titus](#) that was released on June 2, 2023.

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. As an exclusive advertising partner, **Knock 'Em Dead** will have the opportunity 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.

Knock 'Em Dead is a comedy podcast that deals with the one thing we all experience yet never talk about—death. Co-hosts Rachel Bradley and Christopher Titus have had up-close and personal experiences with death, which propelled their desire for this podcast. No one is prepped, prepared, or taught how to deal with dying, what happens when someone dies, or how to help them along the way. These two comedians have each turned their own experiences with death into stand-up comedy because they both saw the absurdity at the end of life and the wild and crazy ride it can become. Each month, they will cover different aspects of dying and will talk to the veterans—hospice nurses, as well as others, who will share their own weird, wacky, insightful, and moving stories about death... and how to survive it.

This new exclusive deal expands upon AdvertiseCast's current exclusive advertising partnership with Christopher Titus for the [Christopher Titus podcast](#), featuring co-hosts Rachel “Bombshell Rae” Bradley, and Ken “The Hylinder” Hylind, which has more than seven million downloads.

“Christopher Titus and his team have done a phenomenal job in building a massive audience for the Titus podcast, and we're eager to support the growth of their latest comedy project,” remarked Trevr Smithlin, Head of Publisher Relations at Libsyn's AdvertiseCast. “We're excited to introduce new advertisers to the Knock 'Em Dead podcast and provide the team with the necessary tools to grow and monetize their show.”

“The AdvertiseCast team at Libsyn has played a pivotal role in connecting us with high-quality advertisers and expanding the audience of our current show,” said Christopher Titus, comedian, writer, actor, and host of the Christopher Titus and Knock 'Em Dead podcasts. “As we launch our new podcast, Knock 'Em Dead, we look forward to strengthening our AdvertiseCast partnership to build new brand relationships and reach more listeners.”

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 the Surviving Death podcast and the Christopher Titus podcast, please reach out to 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](#) or [investor.libsyn.com](#) for more Company information.

#

Media Contacts: Ray Yeung + Nancy Zakhary | ray@relev8.co + nancy@relev8.co

Investor Contact: investor@libsyn.com
