

## Libsyn's AdvertiseCast Signs Exclusive Ad Partnerships with Two Leading Podcast Networks

### *Multitude & Upfire Digital Tap AdvertiseCast's Premium Suite of Advertising Solutions to Supercharge Show Monetization*

**PITTSBURGH, August 3, 2023** – [Liberated Syndication Inc.](#) (“Libsyn”), the leading all-in-one podcasting platform for creators and advertisers, today announced an exclusive advertising deal between Libsyn's [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters, and leading podcast network partners: [Multitude](#) and [Upfire Digital](#).

The duo of podcast networks have recognized the power of Libsyn's AdvertiseCast as a valuable platform for delivering impactful advertising solutions to monetize their shows' content and effectively reach their desired listeners. The advertising marketplace offers a range of innovative features that cater to advertisers' needs. AdvertiseCast's suite of solutions includes **host-read** and **Automatic Ads**, which allows podcasts to enhance their host-read programs by incorporating programmatic ad revenues. Moreover, AdvertiseCast's **Dynamic Ad Insertion** feature has proven to be a game-changer for effectively monetizing unsold audio inventory. Additionally, these networks have the opportunity to leverage **Libsyn Subscriptions**, which enables them to cultivate listener membership for subscription-based, ad-free content. This offering not only provides an alternative revenue stream but also enhances the listening experience for subscribers by offering them an uninterrupted and premium content experience.

**Trevr Smithlin**, Head of Publisher Relations at Libsyn's AdvertiseCast, said, “Through AdvertiseCast's premium suite of solutions, Multitude and Upfire Digital are now successfully tapping into the potential of Libsyn to deliver impactful advertising, maximize monetization, and build a loyal listener base. We look forward to forging a meaningful connection between advertisers and these two leading podcast networks to reach a highly engaged audience and achieve effective results.”

AdvertiseCast's exclusive ad partners include:

- **Multitude:** Multitude is a podcast company made up of passionate people creating shows you can count on, working out of Brooklyn, New York. Since 2017, their shows have gathered more than tens of millions of downloads, hundreds of thousands of people who love them, and more than a few logo tattoos. The podcast collective – including [Join the Party](#) and [Spirits](#) – as well as the shows Multitude provides ad services for – such as [The Allusionist](#) – is excited to leverage AdvertiseCast's Automatic Ads solutions to augment its host-read programs with programmatic ad revenues.
- **Upfire Digital:** Upfire Digital is a mass communications agency and one of the most prolific podcasting agencies in the world, with more than 400 million downloads/views in 2022. The company was founded in 2018 by a team of experienced digital marketers who recognized the growing demand for high-quality digital media services, with a focus on podcasting. Among the many podcasts in Upfire's network is [The Wright Report](#), a morning news podcast by former CIA Officer Bryan Dean Wright and the Dr. John Vervaeke Podcast, a twice weekly show by world-renowned cognitive scientist Dr. John Vervaeke. This new exclusive ad partner will harness AdvertiseCast's host-read and Automatic Ads offerings to augment its host-read programs with programmatic ad revenues.

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 these leading podcast networks, please reach out to [sales@advertisecast.com](mailto:sales@advertisecast.com).

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**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.

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**Media Contacts:** Ray Yeung + Nancy Zakhary | [ray@relev8.co](mailto:ray@relev8.co) + [nancy@relev8.co](mailto:nancy@relev8.co)

**Investor Contact:** [investor@libsyn.com](mailto:investor@libsyn.com)

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