

Club Road Associates Expands Partnership with Libsyn's AdvertiseCast to Launch Ruthless Simulcast

BALTIMORE, MD & PITTSBURGH, PA – December 20, 2023 – [Club Road Associates](#) is thrilled to announce the expansion of its strategic partnership with [Liberated Syndication Inc.'s](#) ("Libsyn") [AdvertiseCast](#), the industry's premier podcast advertising marketplace that connects advertisers with podcasters, with the launch of their newest show, Ruthless. The show, available at <https://ruthlesspodcast.com/>, marks a significant milestone for Club Road Associates as they delve into the realm of political content with a groundbreaking approach to advertising.

Ruthless, the latest addition to Club Road's podcast roster, brings a fresh perspective to political commentary. Unlike its predecessors, Ruthless is made up of a group of friends who all work in political lobbying for some of the largest companies in the world. They have a unique look into the day-to-day happenings on Capitol Hill, which no other podcast can give. Their level of access to politicians, combined with their ability to stay relatable to their audience, makes the show an advertising opportunity unlike any other.

As 2024 unfolds, Club Road Associates and AdvertiseCast envision a breakout year for political content partners. With the upcoming election year, the partners are strategically positioning themselves to capitalize on the increased interest and engagement in political discussions. Ruthless, with its unique blend of insightful commentary and direct response advertising, is poised to become a trailblazer in the political podcasting space. The distribution on YouTube adds major value to advertisers, because of the ability to feature products in the ads, and find new audiences through YouTube's recommendation algorithm.

The partnership with Libsyn's AdvertiseCast leverages their expertise to provide a seamless platform for advertisers and podcast creators to connect with their target audiences – especially those eager to dig deep into political analysis.

"As brand interest in multi-channel podcasts and pure-YouTube content continues to grow, AdvertiseCast is matching that interest with partners like The Ruthless Podcast," said Anthony Savelli, Senior Vice President of Sales at Libsyn's AdvertiseCast. "Ahead of what will be a massively publicized election year, political content is growing in listenership at a faster rate than many categories in the podcast space. Advertisers should look to invest in these audiences early to reap the benefits of growth via extremely aggressive eCPMs in 2024."

For more information about Club Road Associates and Libsyn's AdvertiseCast, please visit www.clubroadassociates.com and www.advertisecast.com. To advertise on the Ruthless podcast, please reach out to sales@advertisecast.com.

About Club Road Associates:

Club Road Associates is a creator owned, Baltimore, Maryland based, partnerships agency. Specializing in host read, baked in, direct response campaigns. For more information, visit www.clubroadassociates.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 and domains platform, [Pair Networks](#). Visit libsyn.com or investor.libsyn.com for more Company information.

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