

FOR ADVERTISERS



World's Largest Marketplace For Digital Audio Advertising

What is AdWave?



Audio Marketplace

Ad inventory available on a spot basis



Premium Publishers

Top audio publishers aggregated in one place



Global Footprint

Operates across APAC, EMEA, North America

Benefits for Advertisers

1

Simplicity

One deal, one price, multiple publishers

2

Reach and Frequency

Scale your audience and manage frequency across publishers

3

Quality Inventory

Reputable publishers, desirable audiences

41M

monthly unique listeners

2.5B

monthly impression opportunities

55%

listen on a mobile device

60%

household income of \$100k and over

*US Market

Targeting Capabilities

Technology

IP, Device, Smart Speakers, Listener Context, Wifi/Bluetooth enabled

Genre & Playlist

News and talk, sports and business, Top 40 Hits-Pop, over 20 options.

Time

Time of Day, Day Part, Format

Demographics

Age, Gender, HHI, Children, Income, Education, Occupation

Behaviors & Intents

Tech Enthusiasts, Jet Setters, Business Decision Makers, 1000+ Options

Language

Over 35 options

Weather

Rain, Snow, Sun, Wind

Geo & Point of Interest

State, DMA, City, Radius, Long/Lat, IP Address

Transact via Direct Orders, PMPs, or Programmatic Reserved.

Delivery is across all types of inventory including streaming, simulcast, and podcast.