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

Targeting Capabilities

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

- Behaviors & Intents
Tech Enthusiasts, Jet Setters, Business Decision Makers, 1000+ Options

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

- Time
Time of Day, Day Part, Format

- Language
Over 35 options

- Weather
Rain, Snow, Sun, Wind

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

- 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.