



Audio: Seller and Buyer's Guides

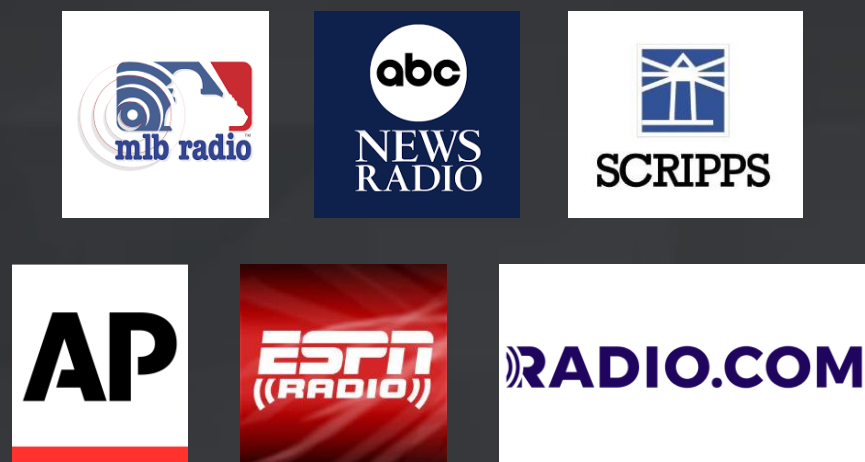
2022

Audio Seller's Guide

BASIS AUDIO OPPORTUNITIES

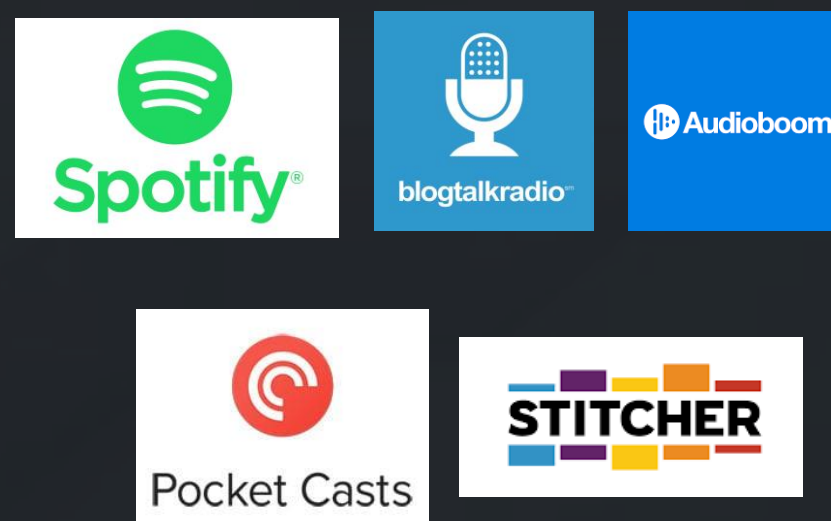
STREAMING AUDIO

BROADCAST



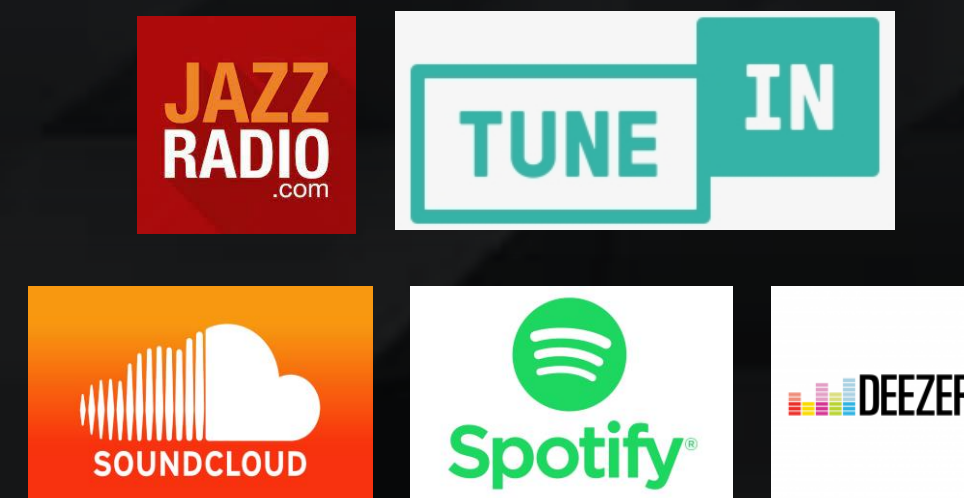
Reach live digital listeners across thousands of stations and channels from news, to sports, to lifestyle, music, and more!

PODCASTS



With podcast listeners growing at a rapid rate, 1 in 3 US adults are expected to listen to podcasts weekly by the year 2025.

STREAMING/ON DEMAND



Reach on demand listeners queuing their favorite jams, talk shows, etc. while they're at work, on the go, or at the gym.



Sellers' Guide

STREAMING AUDIO OPPORTUNITIES

Package 1, Premium Audio Inventory **\$12+**

- Access to Premium Channels & Apps
- Inventory across broadcast, podcasts, on-demand
- Examples: ABC News Radio, Spotify, Soundcloud

Package 2, Podcast-Only **\$12+**

- Exclusively curated Podcast platforms/channels
- Target podcast content only
- Examples: Stitcher, iHeart Radio, Radio.com

Package 3, Maximum Audio Reach **\$10-15**

- Access to Premium Channels & Apps
- Inventory across broadcast, podcasts, on-demand
- Examples: ABC News Radio, Spotify, Soundcloud
- Plus, additional audio inventory in the open exchange

Before you use, update the red prices to retail.

Audio Buyer's Guide



Buyer's Guide

STREAMING AUDIO MEDIA STRATEGY

Below is the inventory to use when building your plan in Basis. Rate estimates will change based on buying strategy.

Package 1

- Private Deals – Starting Bid \$12+
- RON – Audio – Audiology
- RON – Podcast - Audiology
- RON-Audio – Podcasts - Triton Digital
- RON – Audio – Triton Digital
- RON – Podcast Business – Triton Digital
- RON- Audio Music – Triton Digital
- ROS – iHeart
- RON- Audio - News & Talk – Magnite DV+
- RON- Podcast - AdsWizz

Package 2

- Private Deals – Starting Bid \$12+
- RON – Podcast - Audiology
 - RON – Podcast Business – Triton Digital
 - RON-Audio – Podcasts - Triton Digital
 - RON- Podcast - AdsWizz

Package 3

- Private Deals – Starting Bid \$12+
- RON – Audio – Audiology
- RON – Podcast - Audiology
 - RON-Audio – Podcasts - Triton Digital
 - RON – Audio – Triton Digital
 - RON – Podcast Business – Triton Digital
 - RON- Audio Music – Triton Digital
 - ROS – iHeart
 - RON- Audio - News & Talk – Magnite DV+
 - RON- Podcast - AdsWizz

RON – Format: Audio

Open Exchange – Starting Bid \$10-15

