$ Advertising Options

Dynamic Ads

Dynamic (digital) ad insertion uses technology to insert ads or promos. The spots are then removed from the episode when the campaign is complete.

Pros
- Monetize ALL episodes
- Old ads removed
- Less ad conflicts
- Make more money

Cons
- More technology needed
- Need to add ad markers
- Ads could appear repetitive

*** *Not all podcast host providers offer dynamic ad insertion, nor do platforms that offer it do it well. Make sure you find a podcast host provider that offers dynamic ad insertion.*

Baked In Ads

Baked In ads are host read ads or promos that usually recorded live and edited directly into new podcast episodes. Ads cannot be removed unless they are physically edited out.

Pros
- No technology needed
- Ads appear more natural
- You can get started quickly

Cons
- Cannot monetize old episodes
- Old ads become stale
- More ad conflicts
- Make less money