JOINING A PODCAST NETWORK // BULLETPROINTS

CALCULATE YOUR POTENTIAL EARNINGS

- Pre-roll (20-30 seconds) at $6-20 CPM
- Mid-roll (60 seconds) at $11-25 CPM
- Post-roll (10 seconds) at $4-15 CPM

CPM Equation

\[
CPM = \left( \frac{\text{Total Ad Spend}}{\text{Total Measured Ad Impressions}} \right) \times 1,000
\]

CPM stands for “Cost Per Thousand”

EXPAND YOUR INFLUENCE + LISTENERSHIP

- Follow a podcast marketing plan
- Build your online presence with social media
- Focus on releasing consistent, quality episodes

FIND A NETWORK YOU ALIGN WITH & ASK QUESTIONS!

- What percent of revenue does the network take?
- Can they make any guarantees about earnings?
- Are there any creative restrictions?
- Will you need to switch podcast hosts?
- Can you do a trial contract for a few episodes?

SEAL THE DEAL!