



Campaign Flight Parameters (Dates, Budget, Frequency Cap, Pacing)

Geo-Targeting Filters
Country, State, DMA, ZIP, Lat/Long, POI

Demographic Filters
Age (Ranges), Gender (M/F)

Behavioral Targeting Filters
e.g. In Market for Insurance, Interested in Wine, Working Mother, Small Business Owner, Political Affiliation + Hundreds More!

See Next Pages For Targeting Details

7500+ Publishers from Top Rated Publishers

More than 1.5 Billion monthly available impressions



Ads delivered across all podcast players



Automated Delivery Reporting

AdvertiseCast Target

Available Targeting Parameters

The AdvertiseCast Target offering enables highly-targeted, produced podcast ad spots to be delivered to engaged podcast listeners across thousands of podcasts. Leveraging the following segments and filters, your ads will reach the right audience and maximize your return on ad spend.

Geo-Targeting Options

- Country
- State
- DMA (Designated Market Area)
- MSA (Metro Statistical Area)
- CMA (Census Metro Area)
- ZIP/Postal Code
- Latitude/Longitude
- Place of Interest

Demographic Targeting Options

- Age: 13-17
- Age: 18-24
- Age: 21-24
- Age: 25-34
- Age: 35-44
- Age: 45-49
- Age: 45-54
- Age: 55-64
- Age: 65+
- Gender: Female
- Gender: Male

Genre/Category Targeting Options

- Arts
- Business
- Comedy
- Education
- Fiction
- Government
- History
- Health & Fitness
- Leisure
- Music
- News
- Religion & Spirituality
- Science
- Society & Culture
- Sports
- Technology
- True Crime
- TV & Film

Behavioral Targeting Options

- \$2MM + Investable Assets
- \$3MM+ Investable Assets
- Accountants – Employed or Seeking
- African-American US
- Alcoholic Beverages
- Annual Credit Card Spend – \$7,500 - \$10,000
- Annual Credit Card Spend – \$10,000- \$15,000
- Annual Credit Card Spend – Greater than \$15,000
- Apparel Shopper
- Armed Forces
- Arts & Crafts
- Asian American
- Asian Ethnicity
- Automotive Car Buyers
- Automotive Car Owners
- Automotive Conquest Mercedes BMW
- Automotive Electric
- Automotive Luxury Car Buyers
- Automotive SUV and Trucks
- Automotive Used Cars
- Automotive Vans & Minivans
- Bank Loans – Personal Finance
- Bargain Shoppers
- Baseball Equipment Shopper
- Beauty Product Brand – Past Purchaser
- Beauty Product Brand Propensity
- Benjamin Moore, Behr, Sherwin Williams
- Bilingual (Spanish & English)
- Book Enthusiasts
- Business - Advertising & Marketing
- Business Owners
- Business Traveler
- Business - Health and Medicine
- Business - Legal
- Business Decision Makers
- Business -- Building and Construction
- C-Level Executive
- C-Suite
- Canadian Home Buyers
- Career - Educators
- Career - Graphic Designers
- Career - Lawyers
- Career - Social Workers
- Car Enthusiasts

- Casual Shoppers and Sneakerheads
- Chief Marketing Officer
- Chief Security Officer
- Chief Technology Officer
- Chief Information Officer
- Childcare/Daycare
- Climate Change & Environmentalism
- Comedy TV
- Commuters
- Company Size - Extra large (5,000+ Employees)
- Company Size - Large Business (1,000 - 4,999 Empl)
- Company Size - Med/Large Business (250 - 999 Empl)
- Company Size - Medium Business (50-249 Empl)
- Company Size - Small Business (1-49 Empl)
- Constipation, Nausea, IBS
- Continuing Education
- Cooking Spice Shoppers
- Coupon & Discount Shoppers
- Craft Beer Enthusiast
- Crime Enthusiast
- Credit Score <600
- Currently Insured (Health Coverage)
- Diabetes
- Discretionary Income \$30K+
- Distance Learning
- DIY Enthusiasts
- Doctors & Research
- Documentary Enthusiasts
- Dog Owners
- Drama TV
- Editors
- Education High School
- Education Level College Grad
- Education Level Undergraduate
- Education Masters
- Education Student
- Elder Care
- Employed or Seeking – Creatives
- Employment - Blue Collar
- Employment - Self Employed
- Employment - White Collar
- Empty Nester
- Entrepreneur
- Eye Care
- Eyeglasses and/or Contact Lenses Intender

- Ethnicity African American (US)
- Ethnicity Hispanic (US)
- Fans of Pop Music
- Farmer/Agriculture
- Fathers
- Fast Food Lover
- Fashion - Accessories Women
- Fashion – Women
- FICO Score 601-680
- Finance – Low Credit Scores
- Finance – Low Credit Card Balance
- First Time Home Owner
- Financial Advisors
- Food and Beverage Industry
- Food Service
- Football - College / NFL / Recreational
- Fortune 500
- Fortune 1000
- Gambling
- General Investor
- Gift Past Purchaser
- Gluten Free Diet
- GPS Navigation User
- Government Worker
- Gym and Fitness Class User
- Health and Beauty – Dry Eyes
- Health and Beauty – Mouthwash
- Health and Beauty – Oral Care
- High Credit Card Debt
- High Credit Score
- High End Apparel Shopper
- High End Jewelry Store Shoppers
- High Fico Walmart Shoppers
- Hispanic Americans – US Only
- Home Movers
- Home Owners
- Home Renters
- Homeschooling
- Horror Content Enthusiasts
- Household with Children
- Household with Children 0-4
- Household with Children 5-11
- Household with High Income
- Human Resources Employees
- In Market for Student Loans
- In Market Dental
- In Market For Air Travel

- In Market for Chevrolet (Sedans and SUVs)
- In Market for Food Delivery Services
- In Market For Financial Planning
- In Market for Ford (Sedans and SUVs)
- In Market for Healthcare/Medicare
- In Market For Home Security
- In Market for Honda
- In Market for Hyundai
- In Market For Insurance
- In Market For Insurance Auto
- In Market for International Travel
- In Market for Kia
- In Market for Kitchen or Laundry Appliances
- In Market For New Car
- In Market for Nissan
- In Market for Radiation Detection & Measurement
- In Market for Renault
- In Market For Residential Properties
- In Market for Taxi, Car-share or Car Rentals
- In Market for Toyota
- In Market for Toyota Vehicle Repair
- In Market For Travel By Destination
- In Market For Used Car
- In Market Furniture Shoppers
- Income (HHI) \$250k+
- Income (HHI) \$100,000 +
- Income (HHI) \$60,000 +
- Income (HHI) \$75,000 +
- Income between 25k & 60k USD (US)
- Income less than 25k USD (US)
- Income less than 60K USD (US)
- Individuals with Cancer – any type
- Individuals with Skin Cancer
- Individuals with Lung Cancer
- Individuals who have had a Colorectal Cancer Test
- Incontinence Purchasers
- Insurance – Switch Provider
- Interested in and/or plays Hockey
- Interested in Anime
- Interested in Basketball
- Interested in Boxing

Continued On Next Page...

Behavioral Targeting Options (Cont'd...)

- | | | | |
|---|---|--|--|
| <input type="checkbox"/> Interested in Card/Board Games | <input type="checkbox"/> Interested in Streamed Media | <input type="checkbox"/> Occupation - Construction Worker | <input type="checkbox"/> Retirement/Financial Planning |
| <input type="checkbox"/> Interested in Cannabis/CBD | <input type="checkbox"/> Interested in Tech | <input type="checkbox"/> Occupation – Dentist | <input type="checkbox"/> Roadtrippers |
| <input type="checkbox"/> Interested in Coffee & Espresso | <input type="checkbox"/> Interested in Travel | <input type="checkbox"/> Occupation – Dentist Office Administrator | <input type="checkbox"/> Sales and Marketing Decision Makers |
| <input type="checkbox"/> Interested in Comics | <input type="checkbox"/> Interested in the Environment | <input type="checkbox"/> Occupation - Employee | <input type="checkbox"/> Scrapbooking |
| <input type="checkbox"/> Interested in Community Events | <input type="checkbox"/> Interested in UFC/MMA | <input type="checkbox"/> Occupation - Employee Public Sector | <input type="checkbox"/> Sexual Wellness/Health |
| <input type="checkbox"/> Interested in Cooking | <input type="checkbox"/> Interested in Video Games | <input type="checkbox"/> Occupation - Executives | <input type="checkbox"/> Shaving & Grooming |
| <input type="checkbox"/> Interested in Cryptocurrency | <input type="checkbox"/> Interested in Wine | <input type="checkbox"/> Occupation - Job Seekers | <input type="checkbox"/> Shopper - Amazon incl. Prime Member |
| <input type="checkbox"/> Interested in Culture | <input type="checkbox"/> Investable Assets \$1mm+ | <input type="checkbox"/> Occupation - Military / Veterans | <input type="checkbox"/> Shopper – Black Friday & Cyber Monday |
| <input type="checkbox"/> Interested in Eco-Friendly/Green Products | <input type="checkbox"/> Invested Assets \$107k-\$999k | <input type="checkbox"/> Occupation – Project Management | <input type="checkbox"/> Shopper – Christmas & Holiday |
| <input type="checkbox"/> Interested in Education | <input type="checkbox"/> IT Decision Makers | <input type="checkbox"/> Occupation - Restaurant | <input type="checkbox"/> Shopper - Cleaning Products |
| <input type="checkbox"/> Interested in Electronics | <input type="checkbox"/> Investable Assets \$1MM+ | <input type="checkbox"/> Online Higher Education | <input type="checkbox"/> Shopper - Costco Buyer (US) |
| <input type="checkbox"/> Interested in Factual TV | <input type="checkbox"/> Invested Assets \$107k-\$999k | <input type="checkbox"/> Online Purchase Predictors | <input type="checkbox"/> Shopper - Deodorants |
| <input type="checkbox"/> Interested in Fashion | <input type="checkbox"/> Islam & Muslim | <input type="checkbox"/> Optometrists | <input type="checkbox"/> Shopper - Grocery Store |
| <input type="checkbox"/> Interested in Finance | <input type="checkbox"/> IT & Engineering professionals | <input type="checkbox"/> OTC Purchasers | <input type="checkbox"/> Shopper - Health & Beauty |
| <input type="checkbox"/> Interested in Fitness | <input type="checkbox"/> IT Decision Makers | <input type="checkbox"/> Outdoor Power Equipment | <input type="checkbox"/> Shopper – Home Depot |
| <input type="checkbox"/> Interested in Food | <input type="checkbox"/> Job Position - Middle Management | <input type="checkbox"/> Overactive Bladder | <input type="checkbox"/> Shopper - Lowes |
| <input type="checkbox"/> Interested in Golf | <input type="checkbox"/> Job Responsibility – Hiring | <input type="checkbox"/> Parents | <input type="checkbox"/> Shopper - Mobile Device |
| <input type="checkbox"/> Interested in Health & Medicine | <input type="checkbox"/> Journalists | <input type="checkbox"/> Parents of Teenagers | <input type="checkbox"/> Shopper - Nutritional Foods |
| <input type="checkbox"/> Interested in Higher Education | <input type="checkbox"/> K-9 Educators/Teachers | <input type="checkbox"/> Part-Time Employees | <input type="checkbox"/> Shopper - Online |
| <input type="checkbox"/> Interested in History | <input type="checkbox"/> K-12 Educators | <input type="checkbox"/> Payroll & Compensation | <input type="checkbox"/> Shopper - Retail |
| <input type="checkbox"/> Interested in Home and Garden | <input type="checkbox"/> Keto Diet | <input type="checkbox"/> Pet Owner – Cat | <input type="checkbox"/> Single Fathers |
| <input type="checkbox"/> Interested in Home Improvement | <input type="checkbox"/> Language – Korean | <input type="checkbox"/> Pet Owners | <input type="checkbox"/> Single Mothers |
| <input type="checkbox"/> Interested in Home Improvement – Flooring | <input type="checkbox"/> Leisure Travelers | <input type="checkbox"/> Pharmacy Shoppers | <input type="checkbox"/> Small business owners |
| <input type="checkbox"/> Interested in Home Improvement - Painting | <input type="checkbox"/> LGBTQ Representative | <input type="checkbox"/> Political Decision Makers Influencers | <input type="checkbox"/> Smoker |
| <input type="checkbox"/> Interested in Hybrid Cars | <input type="checkbox"/> Lexus Buyers | <input type="checkbox"/> Political Parties | <input type="checkbox"/> Snow Sports Enthusiasts |
| <input type="checkbox"/> Interested in Jewelry | <input type="checkbox"/> Low Income | <input type="checkbox"/> Politics – Baby Boomer Voters | <input type="checkbox"/> Sonar Segment |
| <input type="checkbox"/> Interested in Literature | <input type="checkbox"/> Marital Status - Single | <input type="checkbox"/> Politics - Conservative | <input type="checkbox"/> Southeast Asian |
| <input type="checkbox"/> Interested in Live Events | <input type="checkbox"/> Marital Status Engaged | <input type="checkbox"/> Politics - Democrat (US) | <input type="checkbox"/> Social Grade_ABC1_UK |
| <input type="checkbox"/> Interested in Makeup and Skincare | <input type="checkbox"/> Marital Status - Married | <input type="checkbox"/> Politics – Generation X Voters | <input type="checkbox"/> Social Grade_C1C2D_UK |
| <input type="checkbox"/> Interested in Medicaid | <input type="checkbox"/> Masters Program (MBA) | <input type="checkbox"/> Politics – Generation Z voters | <input type="checkbox"/> Social Grade_C2DE_UK |
| <input type="checkbox"/> Interested in Motorcycles | <input type="checkbox"/> Medical Doctors | <input type="checkbox"/> Politics - Independent (US) | <input type="checkbox"/> Sports & Activity Lover |
| <input type="checkbox"/> Interested in Movies | <input type="checkbox"/> Medical Professionals: Profession: Nurse | <input type="checkbox"/> Politics – Liberal | <input type="checkbox"/> Staff Scheduling |
| <input type="checkbox"/> Interested in Museums | <input type="checkbox"/> Migraine Sufferers | <input type="checkbox"/> Politics – Married Voters | <input type="checkbox"/> Staples Customers |
| <input type="checkbox"/> Interested in Music | <input type="checkbox"/> Minority Business Owner | <input type="checkbox"/> Politics – Millennial voters | <input type="checkbox"/> Student Loans |
| <input type="checkbox"/> Interested in Natural and Organic Products | <input type="checkbox"/> Mortgage / Home Loan Customer | <input type="checkbox"/> Politics – Nontraditional Couple Voters | <input type="checkbox"/> Swimming Pool Owner |
| <input type="checkbox"/> Interested in Nature and Outdoor Activities | <input type="checkbox"/> Mother’s Day Shopper | <input type="checkbox"/> Politics - Republican (US) | <input type="checkbox"/> Swing Voters |
| <input type="checkbox"/> Interested in Nightlife Enthusiasts or Nightlife | <input type="checkbox"/> NASCAR Enthusiast | <input type="checkbox"/> Politics – Single Parent Voters | <input type="checkbox"/> Taxes – Personal Finance |
| <input type="checkbox"/> Interested in Pets | <input type="checkbox"/> NBC Content Affinity | <input type="checkbox"/> Politics – Voters with Children | <input type="checkbox"/> Therapists and Counselors |
| <input type="checkbox"/> Interested in Philanthropy and Charity | <input type="checkbox"/> New Home Retail Shopper | <input type="checkbox"/> Politics – Voters with No Children | <input type="checkbox"/> Top Tier Spender |
| <input type="checkbox"/> Interested in Podcasts | <input type="checkbox"/> New Movers | <input type="checkbox"/> Precision Mobile Demographic_Female | <input type="checkbox"/> Track & Field Enthusiasts |
| <input type="checkbox"/> Interested in Politics | <input type="checkbox"/> New Parents | <input type="checkbox"/> Precision Mobile Demographic_Male | <input type="checkbox"/> Transportation Shipping Manager |
| <input type="checkbox"/> Interested in Restaurants | <input type="checkbox"/> Newlyweds | <input type="checkbox"/> Professional Soccer League Fans | <input type="checkbox"/> Truck Drivers |
| <input type="checkbox"/> Interested in Science | <input type="checkbox"/> NFL Patriots Fans | <input type="checkbox"/> Project Management | <input type="checkbox"/> Truck Owner |
| <input type="checkbox"/> Interested in Science Fiction | <input type="checkbox"/> Non-Profit and Volunteers | <input type="checkbox"/> Property Managers | <input type="checkbox"/> TV Viewers |
| <input type="checkbox"/> Interested in Shopping | <input type="checkbox"/> Occupation: Executives | <input type="checkbox"/> Quick Service Restaurant User | <input type="checkbox"/> Smoker |
| <input type="checkbox"/> Interested in Shopping – Back to School | <input type="checkbox"/> Occupation: Human Resources | <input type="checkbox"/> Ramadan | <input type="checkbox"/> Snow Sports Enthusiasts |
| <input type="checkbox"/> Interested in Sobriety or Recovery | <input type="checkbox"/> Occupation: Media & Entertainment | <input type="checkbox"/> Relationship Status - Dating | <input type="checkbox"/> Sonar Segment |
| <input type="checkbox"/> Interested in Social Media | <input type="checkbox"/> Occupation: Healthcare Worker - Employed | <input type="checkbox"/> Religious - ALL | <input type="checkbox"/> Southeast Asian |
| <input type="checkbox"/> Interested in Soccer (US Only) | <input type="checkbox"/> Occupation: Healthcare Worker – Seeking | <input type="checkbox"/> Renewable Energy | <input type="checkbox"/> Social Grade_ABC1_UK |
| <input type="checkbox"/> Interested in Sports | Employment | | |
| | | | <input type="checkbox"/> Social Grade_C1C2D_UK |
| | | | <input type="checkbox"/> Social Grade_C2DE_UK |
| | | | <input type="checkbox"/> Sports & Activity Lover |
| | | | <input type="checkbox"/> Staff Scheduling |
| | | | <input type="checkbox"/> Staples Customers |
| | | | <input type="checkbox"/> Student Loans |
| | | | <input type="checkbox"/> Swimming Pool Owner |
| | | | <input type="checkbox"/> Swing Voters |
| | | | <input type="checkbox"/> Taxes – Personal Finance |
| | | | <input type="checkbox"/> Therapists and Counselors |
| | | | <input type="checkbox"/> Top Tier Spender |
| | | | <input type="checkbox"/> Track & Field Enthusiasts |
| | | | <input type="checkbox"/> Transportation Shipping Manager |
| | | | <input type="checkbox"/> Truck Drivers |
| | | | <input type="checkbox"/> Truck Owner |
| | | | <input type="checkbox"/> TV Viewers |
| | | | <input type="checkbox"/> Unemployed |
| | | | <input type="checkbox"/> United Health Insurance |
| | | | <input type="checkbox"/> Uninsured |
| | | | <input type="checkbox"/> Urology Visitor |
| | | | <input type="checkbox"/> Vegetarian Diet |
| | | | <input type="checkbox"/> Vegan & Vegetarian |
| | | | <input type="checkbox"/> Venture Capital/Investment Banking |
| | | | <input type="checkbox"/> Veterinarians/Vet Clinics |
| | | | <input type="checkbox"/> Verizon Customer |
| | | | <input type="checkbox"/> Vitamins, supplements, probiotics buyer |
| | | | <input type="checkbox"/> Walmart/Credit |
| | | | <input type="checkbox"/> Weight management |
| | | | <input type="checkbox"/> Whole Foods Shoppers |
| | | | <input type="checkbox"/> Winter Sports |
| | | | <input type="checkbox"/> Woodworking |
| | | | <input type="checkbox"/> Work From Home |
| | | | <input type="checkbox"/> Working Mothers |
| | | | <input type="checkbox"/> Working Parents |
| | | | <input type="checkbox"/> Works in Finance |
| | | | <input type="checkbox"/> Works in Higher Education |
| | | | <input type="checkbox"/> Works in Insurance |
| | | | <input type="checkbox"/> Works in Real Estate |
| | | | <input type="checkbox"/> Works in Sales |
| | | | <input type="checkbox"/> YouTube Content Creator |