



Advertising Specification & Best Practices

Ad Types

Pre-roll

A pre-roll airs at the beginning of an episode. This ad lasts no longer than :30 (no more than 78 words), and generally begins with the language “This episode is brought to you by...”.

Mid-Roll

A mid-roll is an ad placed between the second and third topics of an episode. This ad lasts no longer than :60 (between 78 and 145 words).

Post-roll

A post-roll is the length and style of a pre-roll at the end of an episode.

Ad Copy Format

Podcast copy is typically written in one of two ways:

1. Verbatim Style: a script that is read word for word

- **Intro:** Please give a brief background as to what your product or brand entails.
- **Overview:** Provide specific information regarding what features and offerings make your product or brand great
- **Call to Action***
 - Custom Landing Page URL
(i.e. www.xyz.com/thefourtop)
 - Offer/promo code (if applicable)

2. Ad-lib Style: a series of talking points accompanied with background information for the host to create their own read. This style can also follow the intro, overview, CTA outline provided above.

Additional Instructions

- Script should be sent in Microsoft Word .docx to thefourtop@gmail.com one month prior to the scheduled air date.
- Please provide a pronunciation guide for any names or terms that may warrant it. (ie. medical terms, acronyms, words derived from non-English languages, etc.)
- Any talking points that must be read during the ad must be marked as “required”. If talking points are not marked as “required” in the copy, we cannot guarantee that they will make the ad. All production notes or pronunciation guides must be included in the copy. (We do not accept those notes over email).
- Any ad copy changes sent after deadline cannot be guaranteed to be made.