



## DIGITAL ADVERTISING MEDIA KIT

Audio Ad Formats

# PODCAST AD

### Overview

Marvel offers audio advertising during podcasts as either a live read by the host or baked-in audio advertising provided by the client.

### Podcast Live Read Requirements

**Live Read Length** • 30 to 60 seconds.

**Submission Deadline** • Minimum of ten business days for review.

**Script Notes** • Live Read copy must be provided by the client.  
• Copy can be read verbatim or improvised with client-provided talking points.

**Example Script** • *"Sweet Christmas! The new Luke Cage Sixth Scale Figure from Sideshow packs a powerful punch, with a custom fabric costume and a detailed, poseable body sculpt of Harlem's Hero for Hire. The figure includes a variety of swap-out accessories like chains, wristbands, a leather-like jacket, and more, so you can style your favorite Luke Cage look. Luke Cage is now available for pre-order from Sideshow. Visit [sideshow.com/cage](https://sideshow.com/cage) to hire this hero for your Marvel collection."*  
(15 seconds)



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### Baked-In Audio Requirements

**Duration** • Up to 15 seconds.

**Submission Deadline** • Minimum of ten business days for review.

**Format** • 24/48kHz WAV file or 16/44.1kHz 256kbps MP3

**General Information**

- The company reserves the right of final approval on all creative assets.
- The advertising content must be clearly identifiable as an advertisement.
- Placeholder or non-final ad content will not be considered as “proxies” for final creative.
- For questions, please contact [adoperations@marvel.com](mailto:adoperations@marvel.com)