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The Big Era of Podcasting: A Timely Examination of Advertisements in Popular Podcasts

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ABSTRACT

Given the substantial growth and popularity of podcast programs, this study analyzes advertisements placed in popular podcast programs primarily aired in September 2019. Findings are based on an investigation of the top 60 podcasts listed on the well-known digital media resource, Stitcher. Ad placement, advertisement length, ad content, type of advertisement, ad presentation, and other elements were examined. In part, the results are compared to a similar study conducted by Haywood in 2007. Findings suggest some similarities from the early days podcast advertising, yet the differences are noticeable. The ads of today are more prevalent, the length and content has evolved, and there are more opportunities for marketers to connect with listeners.

Dr. Johnson is an Associate Professor of Advertising at Rowan University in the Department of Public Relations and Advertising. Her research focuses on identifying consumer strategies based on consumer use of digital media, including podcasts, digital news, and social media. Dr. Johnson teaches a variety of advertising-related courses including account planning, advertising copywriting, research methods, and brand management.

Dr. Olga Vilceanu is an Associate Professor in the Department of Public Relations and Advertising, Edelman College of Communication and Creative Arts, at Rowan University. Prof. Vilceanu teaches a variety of courses in the lower and upper division of the advertising program. Her current research platform includes studies combining digital media, semantic network analysis, framing, professional development, consumer behavior, media planning, technology and society, and big data.

Erica Solis is a graduate student at Rowan University studying strategic communication. She is starting her doctoral degree this fall at Penn State University. She is interested in researching advertising and crisis communication.

Kailey Bertelson is an undergraduate advertising student at Rowan University with a special interest in data. She is interested in using data to change the consumer experience through social media and other strategic communications.