

# AFROS & AUDIO PODCAST FESTIVAL

## Monetization 101

### DESCRIPTION:

The goal of this panel is to discuss how to monetize your podcast, when and how to determine adding events to your marketing mix and an overview on the basics of dynamic ad insertion (DAI) and podcast ads.

- Host read ads vs produced ads and why the benefits of one or the other for your podcast, your listeners, and advertisers.
- Getting an ad into a podcast happens in one of two ways: baked-in or through ad insertion, or dynamic ad insertion, often referred to as DAI. We'll discuss the difference between the two.
- The transaction of how ads are bought and sold -- either through direct sales via host or direct sales via publisher or programmatically via digital platforms.



## **FACILITATORS:**

**Aimi Knowling** is a passionate sales marketer with over 12 years of experience working across tv, digital, print and now podcasting. She is a storyteller, an innovator, an advocate, a disruptor, and a change agent who is dedicated to transforming spaces to allow for greater levels of inspiration and inclusivity. She delights in providing custom solutions that drive results and supporting content creators wherever they are today. A Midwest native currently living in Texas, Aimi can be found racing through the terminal to her next flight or returning a book to the library just in time to avoid late fees (they still do that in Texas).

