Spotify layout and procedure:

How many ads are in a podcast?

Thirty-minute TV episodes tend to have around 12–15 ads, he said, while podcasts of the same length have about four to nine ads. As of the first quarter of 2022, about 5.5% of a podcast episode was made up of ads, according to podcast media planning platform Magellan AI's quarterly benchmark report.

We recommend 60-90 words for a 30-second podcast ad

Spotify is today [introducing](https://newsroom.spotify.com/2022-01-06/spotify-introduces-call-to-action-cards-for-podcast-ads/) a new ad format aimed at podcasters which it’s calling “Call-to-Action Cards” — or CTA cards, for short. The feature, which is powered by Spotify’s streaming ad insertion technology, will display a visual ad in the Spotify app when the audio ad begins to play. The cards can be customized by advertisers with their own images, text and other clickable buttons that direct listeners to “shop now” or take some other action the advertiser is hoping to encourage. That’s why Spotify is also making the new CTA cards available on both the podcast’s show and episode pages. This allows the targeted listeners to interact with the ad at some later point when they’re browsing through the Spotify app, the company explains.

Educational podcasts.