

Podcast Ad Read Script

Host-read podcast ad scripts for a 15 second pre-roll, a 60 second mid-roll, a 30 second post-roll and a cross-promotion swap. Fill in the brand details and read them in your own voice.

15–60 sec each · 4 segments

Four ad reads by placement. Always check the sponsor's talking points and required disclosures before recording.

BEFORE YOU RECORD

- Host-read ads work because they sound like you. Read the sponsor's talking points, then say them the way you would recommend something to a friend.
- Only say you use a product if you actually do. Listeners notice, and in many places endorsements must reflect your honest experience.
- Say the offer code and URL twice, slowly, and spell anything unusual. Most listeners hear it while doing something else.
- Make the sponsorship clear. Phrases like 'this episode is sponsored by' or 'thanks to our sponsor' tell the listener it is an ad, which most advertising rules expect.
- Record ads as separate takes so you can move or replace them without touching the episode.

01. Pre-roll (15 seconds)

15 sec

[quick and upbeat, before the episode starts]

This episode of [Show Name] is sponsored by [Brand], the [one-line description] for [who it is for]. Go to [URL] and use code [CODE] for [offer]. That is [URL], code [CODE].

02. Mid-roll (60 seconds)

60 sec

[the most valuable placement; tell a short, true story]

Quick break to thank today's sponsor, [Brand]. *[pause for 1 second]*

You know that moment when [the problem the product solves, described the way your listener feels it]? [Brand] is built for exactly that. It [the main benefit], and it [a second, specific benefit].

[Your honest experience, if you have used it: what you used it for and what changed.]

Right now, [Show Name] listeners get [offer]. Go to [URL] and use code [CODE] at checkout. Again, that is [URL], code [CODE]. *[pause, then back into the episode]*

03. Post-roll (30 seconds)

30 sec

[relaxed, at the end of the episode]

Before you go, thanks again to [Brand] for supporting the show. If [the problem] sounds familiar, [Brand] [main benefit]. Visit [URL] and use code [CODE] for [offer]. And thanks for listening to [Show Name]. See you next [day].

04. Cross-promotion swap

30 sec

[for trading promos with another show; read it like a recommendation]

If you like [Show Name], I think you will like [Other Show]. [Host Name] [what the other show does], and the episode I would start with is [episode title], where [one line about why it is good]. Find [Other Show] wherever you are listening to this.

USAGE

Free to use. Adapt these scripts for any sponsor or promotion. No credit required.

Record it with Hilite — hellohilite.com

Studio-quality audio from your laptop mic. Free to start.