

COMING TO AMAZON

FACT SHEET

PODCAST ADVERTISING: THE GAME

Sixty seconds to pitch a product that doesn't exist, on a podcast you've never hosted, while incorporating a critical note from the client.

SELL THE ADVERTISER. MATCH THE PODCAST. SURVIVE THE CLIENT NOTES.

THE ONE-LINER

A party card game where you improvise podcast ad reads for fake brands, in the style of real podcast genres, while surviving live client notes.

WHAT'S IN THE BOX

- 22 **ADVERTISER** cards. Fake brands, ready to pitch.
- 16 **PODCAST** cards. The podcasts you're suddenly hosting.
- 16 **CLIENT NOTES** cards. Critical guidance for your ad read.

54 cards · 2 to 16 players · Ages 13+

HOW IT PLAYS

One player is the CEO: they deal, judge, and sit out. The CEO flips an advertiser. Everyone else plays a podcast card from their hand, flips a client note, and does a live ad read: that brand, in that show's style, with the note worked in. Sixty seconds minimum. The CEO picks the best read; the winner keeps the advertiser card. When everyone has been CEO once, most advertisers wins.

Also in the rules: a two-player mode, team play for big groups, a 16-player single-elimination tournament, and freestyle.

DETAILS

MAKER	ADOPTER Media, LLC — The Podcast Advertising Agency for Brands
WEBSITE	podcastadgame.com
DEBUT	Podcast Movement 2026
GTIN	884400631183
AVAILABILITY	Coming to Amazon. First printing debuts at Podcast Movement.
PRESS CONTACT	game@adopter.media

CREDITS

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GAME CONCEPT	Glenn Rubenstein
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BACK TO THE PRESS KIT

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