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ADOPTER Media Launches Podcast Advertising: The Game

LAS VEGAS, NV, October 19, 2026 – ADOPTER Media today announced the launch of Podcast Advertising: The Game, a party card game that challenges players to deliver improvised podcast ad reads for fictional brands.

The game debuted at the Sounds Profitable Podcast Business Summit, the opening event of Podcast Movement 2026 in New York. Based on incredible feedback and excitement, Podcast Advertising: The Game is now available on Amazon.

The premise: pitch a product that doesn't exist, on a podcast you've never hosted, while incorporating a critical note from the client.

“We’ve done thousands of host reads at MeidasTouch, so playing this felt surreal. It’s scary accurate. I’ve received some of these client notes. The difference is, this time everyone was laughing,” said Jordan Meiselas, co-founder and host of the MeidasTouch podcast.

The advertisers, of course, are completely made up. There is a gym membership that donates to charity every time you skip a workout. A cellular service that purposefully doesn’t accept incoming calls. And plenty more that players have to figure out how to sell in a 1- to 2-minute ad read.

“Podcast advertising is an art form in itself. It’s storytelling, brought to you by sponsors who believe in the medium. A lot goes into getting an ad read right, and we were surprised by how well it works as an improv game,” said Glenn Rubenstein, Founder and CEO of ADOPTER Media.

Podcast Advertising: The Game is for 2 to 16 players, ages 13 and up.

The 54-card deck includes fictional advertisers, podcast formats, and client notes. At $14.99 this game makes a great stocking stuffer for podcast fans.

Sell the advertiser. Match the podcast. Survive the client notes.

More information – including a press kit with the game fact sheet, logo, and photography – is available at podcastadgame.com.

About ADOPTER Media

ADOPTER Media is the podcast advertising agency for brands, specializing in host-read endorsements and YouTube sponsorships. Since 2016, the agency has planned, bought, and managed more than 150,000 ads across more than 25,000 podcasts and YouTube channels, working with brands on media planning, creative, negotiation, campaign management, and measurement.

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