

RATE CARD · OCTOBER 2026

Podcast advertising at digital kompakt

Nine slots a month. Read by Joël himself, cut firmly into the episode – and so present everywhere the episode runs. In the video too.

Positions

Pre-roll	at the start of the episode, before the conversation	€1,000
Mid-roll	in the middle of the conversation	€750

Packages

PACKAGE	PLACEMENTS	MIX	AD VERSIONS	PACKAGE PRICE	SAVING
XS	5	3 pre · 2 mid	1	€4,500	–
S	10	6 pre · 4 mid	2	€8,000	11%
M MOST BOOKED	20	12 pre · 8 mid	3	€14,000	22%
L	40	24 pre · 16 mid	4	€26,000	28%
XL	60	36 pre · 24 mid	6	€36,000	33%

The saving is measured against the single price for the same placements. Pre-roll only: same volume discount.

Add-ons

Competitor exclusion	You name competitors who will not get a placement during your booking period.	up to 3 competitors up to 5 competitors	+10% +15%
Reach boost	We promote selected episodes through paid channels on top.	€150 / €300 / €500	
Video, premium production	A higher-grade version of your video, with animation and more elaborate editing.	€750 per ad version	



digital kompakt

Joël Kaczmarek

redaktion@digitalkompakt.de

digitalkompakt.de/en/podcastwerbung

ALL PRICES NET,
PLUS VAT · AS OF 10/2026