

Reach. Engage. Persuade.

Political Advertising with Triton Audio Marketplace

Harness the unmatched power of digital audio to **connect with voters**.

Why Audio Wins Campaigns

Digital audio is one of the most trusted, personal, and effective channels in modern media. Voters listen daily during commutes, at work, and at home creating rare, uninterrupted moments where your message lands with impact.

With Triton Audio Marketplace, political advertisers gain:

- **Engagement that sticks:** Listeners are leaned-in and actively choosing their content.
- **Unskippable attention:** Messages play in full, free from distractions.
- **Credibility that counts:** Delivered by trusted publishers and voices aligned with voter interests.

Precision Targeting That Moves Voters

You're in control:

- **Curated political content:** Access publishers and podcasts across genres that accept political ads.
- **Choose your alignment:** Conservative, progressive, or bipartisan bundles tailored to your strategy.
- **Geo-target with accuracy:** State, district, or DMA targeting to reach voters where it matters most.
- **Data-driven precision:** Layer on demographics and behaviours to sharpen voter reach.

Audience at Scale

Progressive Podcasts



39M+ monthly impressions

1.6M+ unique listeners

Core Demo: Male 60/40 | Age 35–45

Content: Progressive news, policy debates, cultural & political analysis

Conservative Podcasts



35M+ monthly impressions

600K+ unique listeners

Core Demo: Male 70/30 | Age 45–55

Content: Talk radio, policy commentary, national & regional news

Run with Trusted Publishers

Your campaign deserves a credible stage. Triton delivers premium inventory across leading publishers and platforms, including:



Ready to Amplify Your Campaign with Triton?

- **Scale & Access:** Reach voters wherever they listen: mobile, web, smart speakers, or in-car.
- **Premium Inventory:** Brand-safe environments powered by Sounder's suitability & safety tech.
- **Transparency & Trust:** Direct relationships with established, credible publishers.
- **Measurement That Matters:** Real-time reporting and campaign optimization mid-flight.
- **Global Expertise, Local Precision:** Decades of political ad experience with the reach to scale and the tools to target.

From building awareness to mobilizing action, Triton Audio Marketplace gives you the **technology, scale,** and **precision** to make every impression count.