



The Awards for Excellence in Audio

Podcast Advertising Innovator Award **New*

Thank you for participating as a judge in the 2026 Awards for Excellence in Audio: The Ambies! Welcome to the Initial Screening Round!

In this round, you'll review a select set of entries within your category. Please listen to the **timestamp provided by the submitter**, for **up to 15 minutes** of each entry. After listening, rate each submission on a **1–7 scale** (7 being the highest) across several criteria, including **Engagement, Craftsmanship**, and other key measures of excellence.

The details of these criteria are listed below.

EVALUATION AREAS:

Creativity & Innovation **25%**

This campaign showed new, inventive approaches to podcast advertising.
(not very) 1-2-3-4-5-6-7 (very)

Effectiveness & Results **25%**

This campaign delivered strong, measurable results.
(disagree) 1-2-3-4-5-6-7 (agree)

Brand/Creator Collaboration **20%**

The partnership between brand and creators felt authentic and effective.
(disagree) 1-2-3-4-5-6-7 (agree)

Audience Impact **15%**

The campaign connected strongly with listeners.
(disagree) 1-2-3-4-5-6-7 (agree)

Overall Excellence **15%**

This campaign exemplified best-in-class podcast advertising.
(disagree) 1-2-3-4-5-6-7 (agree)

Listening Notes

As you listen, you must set aside your personal preferences and judge from the perspective of a neutral listener. Assume that you are listening to a podcast because this is a topic of interest to you.

Listen for the highest quality: a polished, professional program coupled with a clean, clear technical production. We recommend that you either keep notes as you listen, or complete the judge survey