

Audio Creative Specifications

Access a wide range of programmatic audio providers such as Spotify, Soundcloud and iHeart Radio as well as specific podcasts and web radio players. Reach out to your account manager for a customized list of placements to drive success for your campaign.

Technical Requirements

- Supported audio file formats: MP3, M4A, and WAV
- Minimum bitrate: 160 Kbps
- Available spot lengths: 15 or 30 seconds
- Companion banner file types: JPG and PNG
- Companion banner size: 300 × 250*
 - *If running on Spotify, there is an option to increase the banner size to 640×640*

Audio Inventory Offerings

	Standard Audio	Downloaded Podcasts	Livestream Podcasts
Apps/Channels	Spotify, iHeart Radio, Slacker, streaming radio stations, other	n/a	n/a
SSPs	Adswizz, Rubicon, Triton	Adswizz	Adswizz, TargetSpot
Buying Method	Open Exchange, PMP	PMP Only	PMP Only
Completion Rates	Yes	No	No
Reporting	Impressions, Clicks	Downloads	Impressions Served

There are certain categories of prohibited content which cannot be advertised. This can include, but is not limited to, adult content, weapon-related content, alcohol-related content, tobacco-related content, and certain healthcare-related content. If you have any questions regarding the content of your ad, please reach out to your account manager and/or specialists.