

Audio ads built for attention, not interruption.

Asset requirements and creative guidance for digital audio placements.

SUPPORTED FILES

MP3, OGG, MP4

Provide the cleanest available master.

MAX FILE SIZE

100 MB

Keep delivery files under the limit.

COMPANION BANNER

300 x 250

Optional JPG, PNG or GIF, 40 KB max.

CREATIVE GUIDANCE

01 Test the right length

Thirty seconds is common, but 10- to 15-second cuts may hold attention more efficiently. Test both against the campaign goal.

02 Use a screen-independent CTA

Listeners may not be looking at a device. Avoid instructions such as tap or click. Use a memorable URL, offer or mobile-specific action.

03 Keep the delivery conversational

Streaming audio is personal. Speak with the listener, keep the message natural and avoid a hard-sell radio cadence.

SUBMISSION CHECK

Audio master · CTA · Optional companion banner

Publisher and inventory requirements may vary. Final creative must pass placement-specific QA.