File Types

- MP3 (.mp3)
- Ogg Vorbis (.ogg)
- AAC in an MPEG-4 container (File names could end in .m4a, .mp4, .aac)
- *Some AAC files aren't in AAC format when within an MPEG-4 container.
- Length: Recommend :15 or :30 sec

Companion Ads

Audio and video creatives can include a companion ad, an image that should be served with the audio or video ad. The images usually run next to the video or audio player, giving sponsors more visibility throughout playback and providing a place for audio ad listeners to click.

File Type and Size

- Companion ads must be images - JPG, GIF, or PNG files up to 200 KB.