Audio 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 Banner 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.

Blended Streaming

- File Type: must be an image - JPG, GIF, or PNG
- File Size: up to 200 KB.
- Dimensions: 640 x 640 or 300 x 250

Spotify

- File Type: JPG
- File Size: up to 200 KB.
- Companion Banner Dimensions: 640 x 640
- Logo Dimensions: 112 x 112 (optional)