

# 2020 Digital Audio Ad Specs

## General Information

### General Ad Requirements (applies to all ads):

- Audio creative are stored in a VAST tag or DAAST tag. When uploaded as first-party creatives to our creative library, supported audio file formats are converted to VAST/DAAST automatically
- Supported audio file formats for first-party file uploads include:
  - MP3
  - M4A
  - WAV
- We also support directly uploading third-party audio as a VAST or DAAST tag. For the majority of cases, recommended specifications (including bit rates and file types) remain the same between first-party and third-party audio. Any differences will be noted in the specifications below.

### Campaign Minimums

- All campaigns require a \$15K minimum spend per audience per month
- Campaigns using Pandora require a \$75K minimum monthly spend

## Main Creative Overview

	Recommended Specs	A2x by Triton Digital	Adswizz (AudioMax)	Pandora	Spotify (via Rubicon)	TargetSpot	SoundCloud
<b>Suggested Bitrate</b>	160 KBPS	128 KBPS	196 KBPS	128 KBPS	160 KBPS	160 KBPS	160 KBPS
<b>Spot Lengths</b>							
<b>15s</b>	✓ (recommended)	✓	✓	✓ (non-Skippable)	✓	✓	✓
<b>30s</b>	✓ (recommended)	✓	✓	✓ (non-Skippable)	✓	✓	✓
<b>60s</b>	✓	✓	✓	✗	✗	✓	✗
<b>Companion Banner File Types</b>							
<b>JPEG</b>	✓ (recommended)	✓	✓	✓	✓	✓	✓
<b>PNG</b>	✓ (recommended)	✓	✗	✗	✓	✗	✓
<b>GIF</b>	✗	✓	✓	✓ (500x500 Only)	✗	✗	✗
<b>HTML</b>	✗	✗	✓****	✗	✗	✗	✗
<b>Preferred Third-Party File Types</b>							
<b>MP3</b>	✓*	✓	✓	✓***	✗	✓	✓
<b>WAV</b>	✗	✓	✓	✓	✗	✓	✓
<b>WMA</b>	✗	✓	✗	✓	✗	✓	✓
<b>OGG</b>	✓*	✓	✓	✗	✓**	✓	✓
<b>ACC</b>	✗	✗	✓	✗	✗	✗	✗

<b>Companion Banner Tracking Information</b>	<p>Should be hosted on The Trade Desk for best compatibility</p> <p>For preferred third-party file types, while an OGG file type should not be used for first-party hosted audio, it should be included in your VAST/DAAST tag. We also recommend using a third party file that is 160 kbps or less, as we cannot encode third-party files lower than the rate at which they are set.</p>	<p>While tracking on the audio ad should only be done using a 1x1 pixel, tracking on the companion banner can be done using either an image pixel or a JavaScript tag.</p>	<p>Must be hosted on The Trade Desk, have a max file size of 2MB, and tracking can be done using an impression pixel.</p>	<p>Third-party audio creatives must use third-party companion banners, which can be placed via a third-party VAST tag.</p>	<p>Third-party audio creatives must use third-party companion banners, which can be placed via a third-party VAST tag. Please note that the companion banner must be a Static Resource (must link to the image using an HTML URL instead of a script tag) to render on Spotify.</p>	<p>N/A</p>	<p>N/A</p>
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\* The Trade Desk recommends that you include both MP3 and GG file types in your tag.

\*\* For Spotify, OGG is the only third-party file type that will be accepted.

\*\*\* For Pandora, if you have a third-party file for Web, only MP3 is supported.

\*\*\*\* Adswizz (Audiomax), in addition to HTML, supports JavaScript, or rich media (such as Flash)

## Companion Banner Specifications

For Spotify and Pandora third-party audio creatives must use third-party companion banners, which can be placed via a third-party VAST tag.

Supported sizes for audio companion creatives (when offered by a publisher) are listed in the following table. The delivery of companion banners is not guaranteed but will be supplied to the SSP and publisher when bidding.

	A2x by Triton Digital	Adswizz	Spotify (via Rubicon - Mobile and Desktop)	TargetSpot	SoundCloud	Pandora
300x250	✓	✓	✓	✓	✓	✓ (desktop & mobile only)
728x90	✓	×	×	×	×	×
300x50	✓	×	×	×	×	×
300x600	×	×	×	×	×	✓ (desktop only)
320x50	✓	×	×	×	×	×
500x500	×	×	×	×	×	✓ (desktop only)
640x640	×	×	✓	×	×	✓ (mobile only)
1080x1080	×	×	×	×	×	✓ (mobile only)

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## Tracking Pixels

When you upload your hosted audio creative, you will have the option to add third-party tracking pixels to track various events that occur when an impression is served.

It's recommended to not place more than 8 pixels on a single creative, to decrease the likelihood of errors occurring.

The following event types are available:

- Start
- Midpoint
- First Quartile
- Third Quartile
- Complete
- Impression
- Click