PRODUCT SPECS

Streaming Audio **Creative Specifications**

Everything you need to deliver your audio ad.



AUDIO AD

Length	:15 or :30 seconds (:60 also available, but not recommended)
File format	.MP3, .M4A, or .WAV
Bitrate	192 kbps
Max. file size	No limit

COMPANION BANNER

File format	.JPEG or .PNG
Ad size	300 x 250 pixels
Max. file size	150 KB

Other specifications

These specs work across most streaming audio platforms, but requirements can vary slightly by publisher. We'll flag anything a specific placement needs.

Need an audio ad produced?

Max Media's studios can write, voice, and produce your spot, plus the companion banner, ready to run.

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