Channel Spec Sheet:

Audio

What is Audio?

Digital audio ads delivered via streaming platforms, podcasts, and internet radio. Ads can be dynamically inserted, often accompanied by companion banners.

Why use this channel?

Immersive, personal format with strong recall
Expands reach in multitasking moments (e.g. driving, workouts)
Programmatic scale across premium publishers
Emotional resonance through voice and tone

When is it used?

Upper/mid-funnel storytelling, awareness, and reinforcement.

Targeting options

Demographic, contextual, geo, behavioural (listening habits), retargeting.

Creative functionalities

- Audio spots (15s, 30s, 60s)
- Dynamic personalisation (location, time, offers)
- Companion banners (static display units)

Technical specifications

- File: MP3/WAV/MP4
- Length: 15–60s
- Bitrate: 192kbps+
- Companion banners: 300×250, 728×90, 640×640 (max 200KB, JPG/PNG)

Assets required

- Audio file(s) or script for voiceover (15s/30s/60s)
- Companion banners (static images: 300×250, 728×90, 640×640)
- Brand logo & guidelines (tone of voice, pronunciation notes if VO needed)

Copy matrix

- ad scripts (≤60s, ≤30s, ≤15s)
- CTAs for companion banners (≤20 characters)