



Spezifikationen Digital Audio

Digital Audio Spezifikationen

Audio Creative	
File type	MP3, WAV
Placements	Pre-Roll ; Mid-Roll ; Post-Roll
Min audio duration	5s
Max audio duration	60s
Max size	No limitation
Bitrate	CBR 256kbps or 320kbps recommended.
Audio levels	-24 LKFS (+/- 2.0 dB) in the NA as per ATSC A/85 - https://www.atsc.org -23 LUFS (+/- 1.0 dB) in the EU as per EBU R128 - https://tech.ebu.ch/
Sample rate	44.1 kHz recommended
Third party tracking	Allowed, only secure impression image 1x1 trackers.
Ad serving template	We only accept VAST3.0 when directly used in our adserver. Please never use VAST/VPAID behind the DSP setup, due to specific audio pre-fetching technologies in audio players and apps, huge discrepancies in the 3rd party ad server should happen.

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Companion banner (on-demand, when available)

File type	JPG, PNG, GIF
Fixed size	300x250px - 728 x 90px - 640x640px - 320 x 50px
Max weight	200KB
Animation	Static or animated
Third party tracking	Allowed. Only secure impression image 1x1 trackers (facultative) and only secure click trackers. If this granulated impression tracking is wished, you must provide dedicated companion banner impression image 1x1 trackers.
Availability	Synchro companion banner only available on limited portion of the inventory. It will be displayed when available.

Digital Audio – General Information

Material delivery deadline

- Material sent after 4PM CET will be considered as delivered the next business day
- Advertising operations are centralized at Belgium's head quarter, please pay attention to Belgian bank holidays in your retro-planning"

Material delivery methodology

- Just like you, we are managing lots of material everyday, so it is required to provide ALL material in only ONE ZIP folder WITHOUT ANY SUBFOLDERS
- If material differ by publisher/package/date/... it's required to correctly name material and provide an instruction sheet
- Please only provide material and/or third party trackers in use for Targetspot campaign"

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- iab.com/guidelines/standard-terms-conditions-internet-advertising-media-buys-one-year-less