



# Audio Creative Specs & Best Practices

## **First-Party Supported Formats**

MP3, M4A, WAV

## **3rd Party Supported Formats**

MP3 or OGG \*we recommend that you include both MP3 and GG file types in your tag

## **Bitrate**

160 KBPS (Recommended)

## **Spot Length**

15s, 30s, or 60s (not recommended)

## **Best Practices**

### **Determine a goal of the audio ad**

Create a clear and informative message to spike interest in users who may be unfamiliar with your brand.

### **Highlight 1 to 2 Unique Selling Points**

What will make someone remember your brand? I.e. Quality Ingredients, Ethically made, Low Prices. Helpful tip: People tend to forget after 3.

### **End Card**

The last 3 seconds should state your brand name and/or a tag line.

