

PODCASTS

Ad Specifications

Position	Hosted File Type	Maximum File Size	Minimum Bitrate	Method & Level	Audio Duration
Pre Roll	.mp3 or WAV	5MB	128 kBps 44.1 kHz	EBU R128 -18 LUFS	≤15 seconds (30" if booked with mid-roll)
Mid Roll	.mp3 or WAV	5MB	128 kBps 44.1 kHz	EBU R128 -18 LUFS	15 – 60 seconds
Post Roll	.mp3 or WAV	5MB	129 kBps 44.1 kHz	EBU R128 -18 LUFS	15 – 60 seconds

Service Times: Assets to be submitted at least 5 days prior to campaign launch

Third Party Hosted

Accepted Third-Parties	DCM
Accepted VAST Versions	VAST 4.3 VAST 4.0 VAST 3.0 VAST 2.0

Tapt Hosted

Accepted Formats	Mp3 or WAV
File Size	Maximum 30mb
Additional Assets	Third-party impression tracker (optional)