

Technical details for your audio campaign on Spotify

Audio File			
Length	Max. 30 sec.		
File type	WAV, MP3		
Max file size	1 MB		
Max. amount of versions	3 (per language)		
Volume	WAV – 16-bit 44.1 kHz MP3 – at least 192 kbps Normalized to -14 dB LUFS integrated All peaks should stay below -1 dB TP, to avoid extra distortion when transcoding		
Text	Please provide an advertiser name and CTA to replace a song's title and artist's name. Advertiser: 45 characters maximum CTA options: <table border="0" style="width: 100%; border: none;"> <tr> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> • More info • Get info • Visit site • Buy tickets • Get coupon • Share • Visit profile </td> <td style="vertical-align: top; width: 50%;"> <ul style="list-style-type: none"> • Learn more • Find stores • Download • Buy now • Shop now • Listen now </td> </tr> </table>	<ul style="list-style-type: none"> • More info • Get info • Visit site • Buy tickets • Get coupon • Share • Visit profile 	<ul style="list-style-type: none"> • Learn more • Find stores • Download • Buy now • Shop now • Listen now
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Companion Display Unit (Hosted by Spotify)	
Image Dimensions	Direct and PMP: 640x640
File type	JPG
Max. amount of versions	3 (per language)
Max file size	200 KB
3rd Party Tracking	WAV – 16-bit 44.1 kHz MP3 – at least 192 kbps Normalized to -14 dB LUFS integrated All peaks should stay below -1 dB TP, to avoid extra distortion when transcoding
Text	<ul style="list-style-type: none"> • Click command and 1x1 tracking pixel only. • All third-party tags and tracking URLs need to be in https format. • Audio and companion display unit are tracked together (clicks and impressions)
Clickthrough URL	Must provide clickthrough URL (Only 1 destination URL can be used). URLs should direct to https destinations only.

Deliver to adops@pebblemedia.be

At least **5 working days** prior to the start of a campaign