



**TECHNICAL
SPECIFICATIONS
PLAY PODCAST ADS**

Ads & Data

TECHNICAL SPECIFICATIONS | PODCAST ADS

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FORMAT	CODEC	BITRATE	FREQUENCY	LUFS	CONTAINER	MAXIMUM AUDIO DURATION
Podcast Ad	WAV / MP3	min. 128 kbps	min. 44.1 kHz	-14 lufs	MP4 / M4A / AAC / MP3	20 seconds

GUIDELINES

- Hard creatives according to tech specs
- Delivery of the ad: 10 business days before start of campaign.
- Files must be send to: tiffany.roggeman@adsanddata.be

CONTACT

 www.adsanddata.be

 www.linkedin.com/company/adsanddata