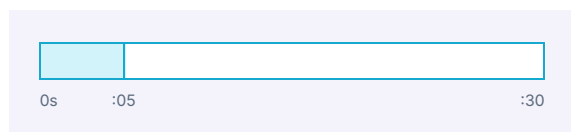


Streaming Audio & Companion

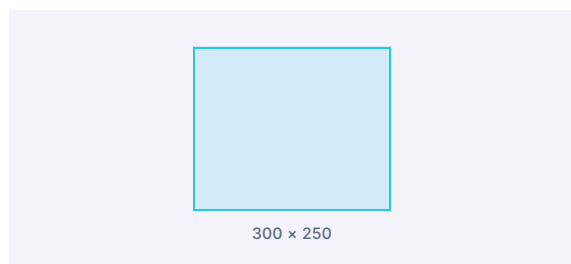
Art and production specifications for creative delivery. Build to these lengths and submit the file formats listed below.

SPECIFICATIONS



:30 reference

- Full spot — :15, :30 or :60
- - - Brand name lands inside :05



Companion banner, drawn to scale

Same scale as the display spec sheet

Lengths :15, :30, :60

Reference length :30

File format MP3 reference

Brand mention Within the first five seconds

Companion banner 300 × 250

Companion format Display image — JPG, GIF, PNG

Mobile action Tap-to-call or tap-to-visit where supported

CREATIVE GUIDANCE

The spot

State the brand in the first five seconds.
Repeat the URL or phone number twice.

Voiceover

Match the read to the audience — calm, energetic or authoritative.

Companion banner

Visible while the audio plays. Mirror the spot: same offer, same CTA.

**ONE ASSET,
TWO PLACES**

The companion is a **300 × 250** — the same unit as the medium rectangle on the display spec sheet. Build it once for both, provided the offer and CTA match the audio.

Questions on the build?

Email your artwork or ask for a template — we'll check the file before it goes live.

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