

AD PLACEMENT SPEC SHEET

Optimize Audio Ads



STANDARD AD GUIDE

AUDIO FILE FORMATS SUPPORTED



MAXIMUM FILE SIZE



COMPANION BANNER

300x250px
(Optional)
JPG, PNG or GIF
40 KB Max

HELPFUL TIPS



AD LENGTH

Although the 30-second audio spot is common, it may not perform the best for every advertiser. Shorter spots of 10-15 seconds can be a more effective way to hold listeners attention. Test out both lengths to see what performs best based on your goals.



CALL-TO-ACTION

Every audio ad should include a clear call to action (CTA). With digital audio, listeners are not always looking at a screen so avoid words like "tap" or "click". When targeting a specific channel, such as smartphones, consider a mobile-specific CTA like "text for a coupon".



CONVERSATIONAL TONE

Streaming audio is a very intimate and personal medium. Listeners are more receptive when brands use a conversational tone- as if you were speaking with the listener. By avoiding the hard sell sometimes associated with radio advertising, listeners will likely be more receptive to your message.

FOR MORE INFO, CONTACT A GENIUS MONKEY CLIENT SOLUTIONS MANAGER:

800.595.3462 or info@geniusmonkey.com

