

Audio VAST creative

One thing to remember - Audio creative supports only audio track and video can't be used.

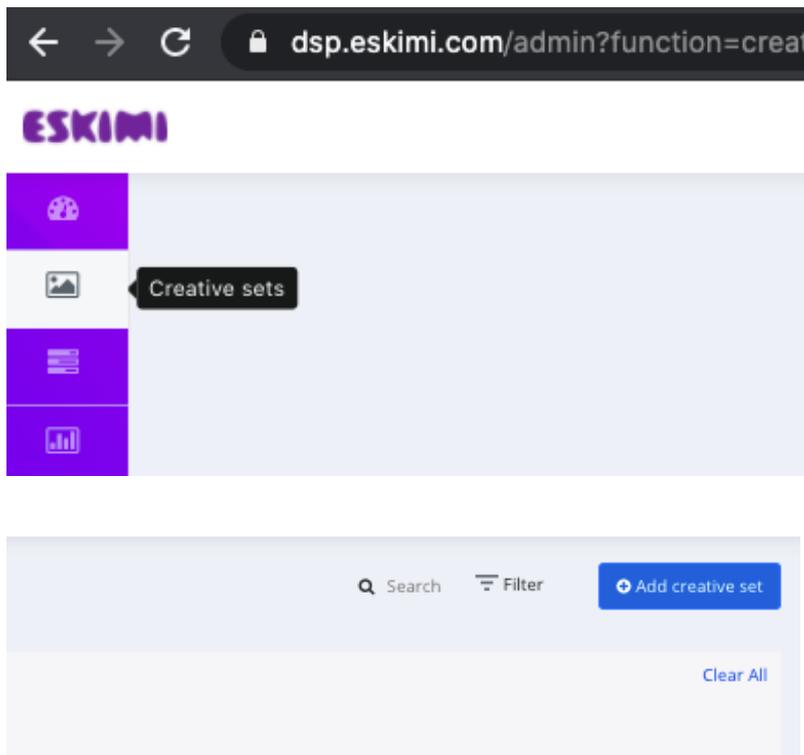
The audio file itself usually has the following requirements:

- **Format:** MP3, WAV, WMA or OGG
- **Bitrate:** at least 128 kbps
- **Size:** max 50mb

Duration: 15 to 30 seconds mostly, with very limited inventory supporting 60s creatives

To create Audio creative, please follow these steps:

Step 1: Log in to your DSP account, go to **Creative Sets**, and click **Add creative set**.



Step 2: Add creative title and select Audio as the type of your creative set and click save

Add Creative Set

Title *
New audio creative

Creative format *
Audio

Save

CANCEL

Step 3: Select the Audio VAST sub-type from the dropdown menu and click save

Add Creative (Audio)

Format *
Audio VAST

Audio VAST

Audio VAST remote URI

CANCEL

Step 4: Select creative language from the Language filter

Step 5: Upload creative audio file by selecting "Choose files"

Add Creative (Audio)

Title *

New audio creative

Upload audio file *

Choose files

Language

English

Skip after seconds

5

Companions

Save

CANCEL

Additionally: Audio creatives (10-30% of the current audio inventory, depending on country) also supports companion banners (static(95%) and HTML/JS(5%)). For simple display ad - just upload it by selecting "Choose files". For HTML/JS - add creative dimensions and upload/paste creative tag.

We support one companion-ad per creative. Companion should be one from most popular sizes - 300x250px, 320x480px, 480x320px.

In audio campaign report, under "Event metrics" we will see "Companion impressions" and "Companion clicks" companion ad performance metrics (if available).

Companions

Static resource (image)

Choose files

HTML resource

Width *

Height *

Upload zip

Choose files

Minify tag

JavaScript tag *

+ Insert macro

```
1 <script src="//creative.get.me/acb.js?timestamp={CACHEBUSTER}&clickurl={CLICK_URL_ENC}"></script>
```

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Created 16 January 2024 07:30:37 by Arūnas Butėnas

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