Triton Digital Programmatic Audio Ad Specifications

	Description	Specs
Music, Sound, and Voice Tracks	Audio file describing products, services, and sound effects.	Format: MP3, WAV, WMA, or OGG format Bitrate: at least 128 kbps Trimmed of slate/silence Duration: 15 to 60 seconds (15 and 30 seconds are most used)
Companion Banner	Companion banners are image or HTML display ads that run at the same time as audio ads. In audio advertising, companion banners are displayed while listeners hear the audio ad playing on a device that has a screen, for example, on a mobile device or desktop. Companion banners depend on Publisher's player capabilities and are not necessarily displayed in all players.	Format: GIF, JPEG, PNG, HTML, JavaScript. We recommend using the following companion banner sizes: - **Widely Used:** Medium Rectangle (300x250px). This is the most used commonly used format for companion banners across all player formats. - **Generally Used:** Leaderboard (728x90px). This common format is typically used for desktop (browser-based) players. - **Occasionally Used:** Smartphone Static Banner (300x50px), and Smartphone Static Wide Banner (320x50px). These are fewer common formats are only used in mobile apps.
Dynamic Ad Creative	This type of ad enables Publishers to personalize messaging at scale. Dynamic Creative can be optimized for remarketing and prospecting purposes.	Audio Ads accept this capability. For more information, please check "A Million Ads" or "Frequency Ads" websites.
Tracking Codes	Pieces of code added to websites and mobile apps to collect and analyse several types of data such as conversion, audience, acquisition, and behavioral data.	Format: 1x1 pixel only Supported events: Audio impression and quartiles.

For more information, contact Marketops@tritondigital.com