

Audio Creative Specifications

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Audio

Last verified: 2026-08-02

WHAT TO SEND CPHERE

- Final platform-ready creative
- Approved copy and CTA
- Destination URL and tracking parameters
- Brand and legal requirements

Streaming Audio / AUDIO

Programmatic Audio

[RECOMMENDED] Duration: 15 or 30 seconds

[RECOMMENDED] File types: MP3, WAV

[RECOMMENDED] Bitrate: 128-192 kbps

[RECOMMENDED] Companion banner: 300x250 clickable companion displays during audio play pixels

[CPHERE BEST PRACTICE] Script length: About 40 words per 15 seconds and 55-75 words per 30 seconds

[PLACEMENT DEPENDENT] StackAdapt upload limits: verification required - Sample rate, channels, maximum file size, and DAAST/VAST support are documented only in the login-gated StackAdapt help center; confirm in the platform console.

Spotify

[REQUIRED] File types: MP3, WAV, OGG

[REQUIRED] Maximum file size: 50 MB

[REQUIRED] Audio quality: 192-320 kbps, 44.1 kHz, stereo; loudness -16 LUFS -1.5

[REQUIRED] Duration: 30 seconds maximum standard; up to 60 seconds in select Direct campaigns

[REQUIRED] Companion display: 600x600 minimum, 1:1, JPEG/PNG, 200 KB maximum

[RECOMMENDED] Script length: 65 words or fewer per 30 seconds; about 100 words per 60 seconds

VERIFICATION NOTICE

Specifications are sourced from official platform documentation and regularly reviewed. Platform requirements may change; always confirm the Last Verified date before final delivery.

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OFFICIAL SOURCES

StackAdapt: Programmatic audio advertising -

<https://www.stackadapt.com/programmatic-audio-advertising>

Spotify Advertising: Audio ad specs -

<https://ads.spotify.com/en-US/ad-specs/audio-ad-specs/>