

Audio Ads

Access current and back catalog podcast inventory through dynamic insertion of timely ads. Recommended to generate a greater connection with the user without competing for attention with other advertisers.

DEVELOPMENT:

Requirements:

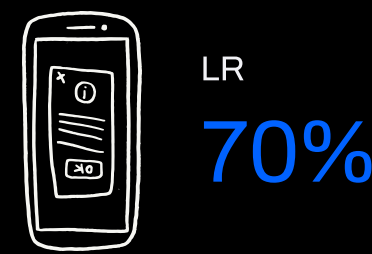
- Duration: 30 segundos máximo
- Format: WAV o MP3

IMPLEMENTATION in the DSP

- Implement creative from DSP in audio format. The creative is uploaded as a companion banner.

PMP®

Benchmarks



*Viewability% depending on the measurement system and DSP configuration.