TECHNICAL SPECIFICATIONS

Pre-Stream Audio Ads and In-Stream Audio Ads

Audio Ad

Length: max. 30.000 milliseconds

Format: MP3

Bitrate: min. 128 Kbit, max. 44,1 kHz, min. 32 kHz

Volume: -6db (below digital 0)

Note: Do not use smartspeaker-commands („Alexa", „Ok Google"), to avoid any unintentional smartspeaker activity.

Tracking options:
A tracking link (impression tracking only / 1x1 pixel) can be attached to a pre-stream or in-stream audio ad. For example, the link could look something like this:

http://ad-emea.doubleclick.net/ad/N1567.VMKTR.zmm/Z7922494;sz=1x1;ord={timestamp}?

Note on tracking:
We work with server-sided tracking, which means that the tracking URLs are accessed from the IP-address of the RMS ad server. This can cause differences in the view count, as some ad servers on either agency- or client-side will filter and discard views from a single IP.

Necessary elements

- Audio ads
- Tracking link (if tracking is required)

Important:

Please send the adverts to werbemitteldigital@rms.de at least two working days prior to the start of the campaign.