



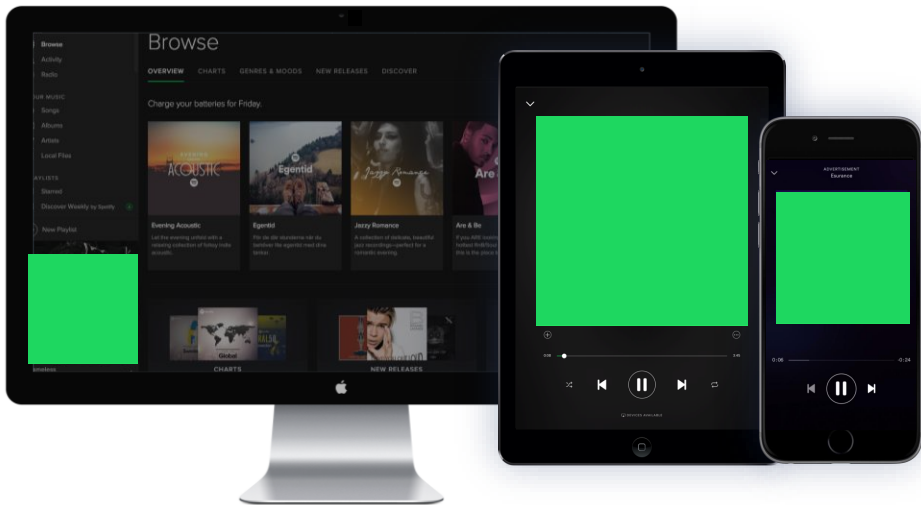
# Spotify Ad Specs

## 2018

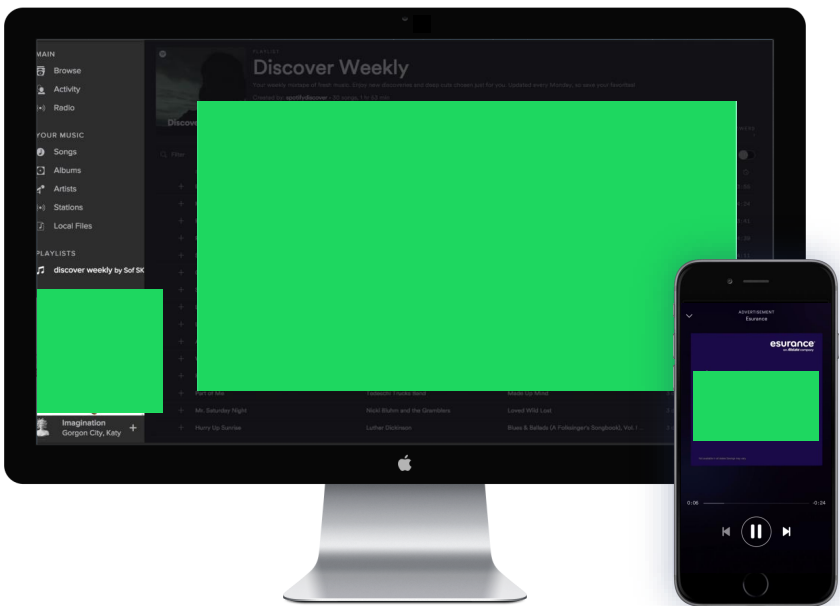


# / Ad Formats

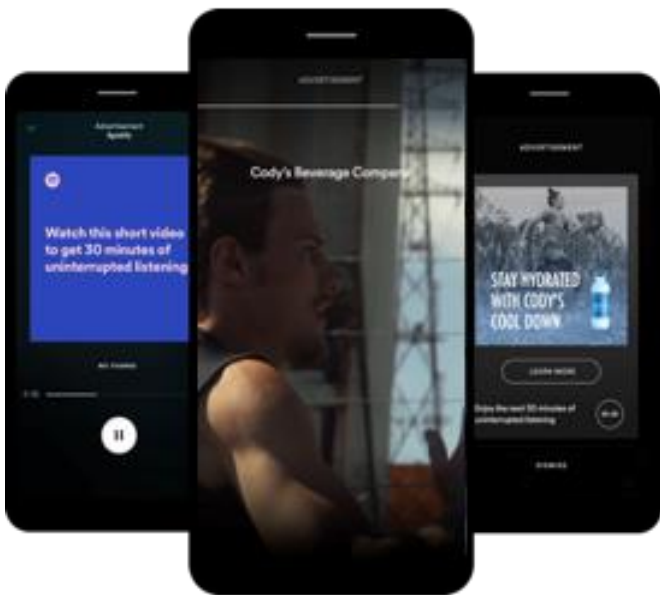
**Audio Everywhere**  
Cross-Platform



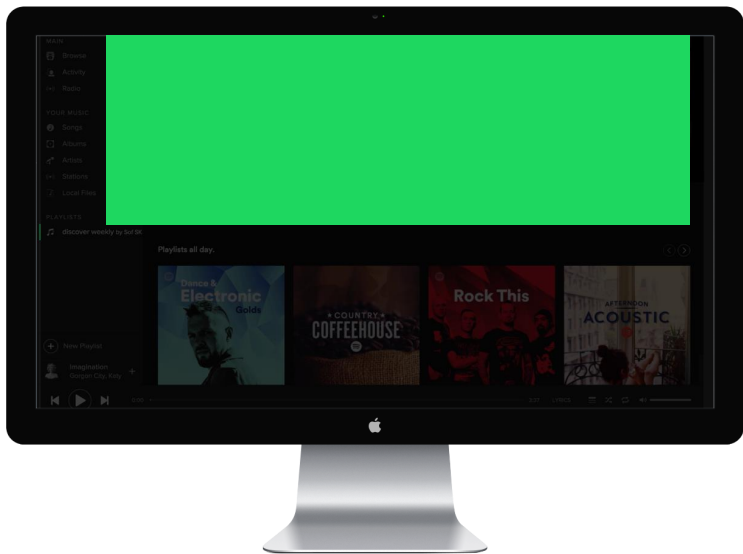
**Video Takeover Everywhere**  
Cross-Platform



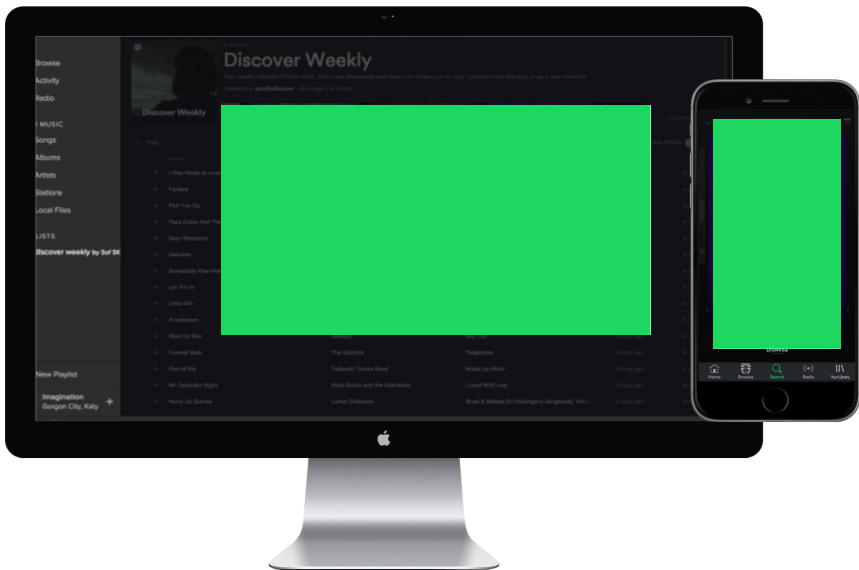
**Sponsored Session**



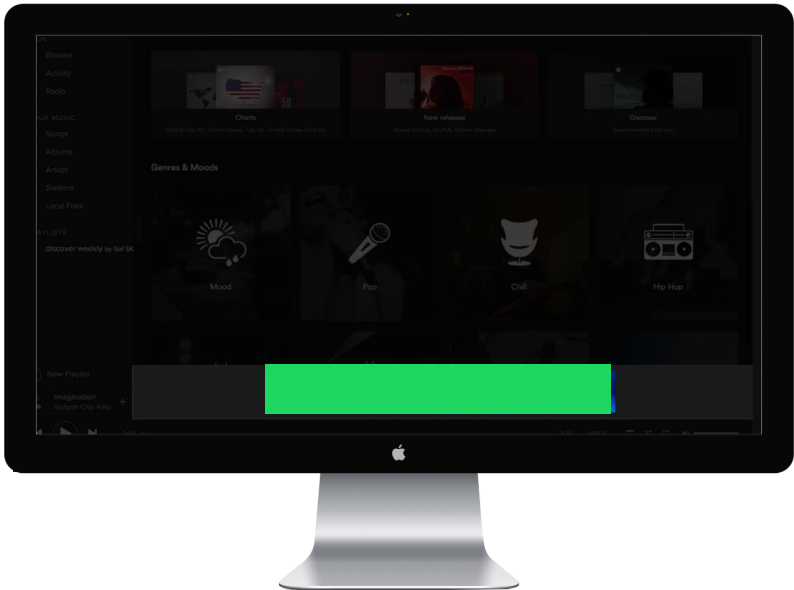
**Homepage Takeover**  
Desktop only



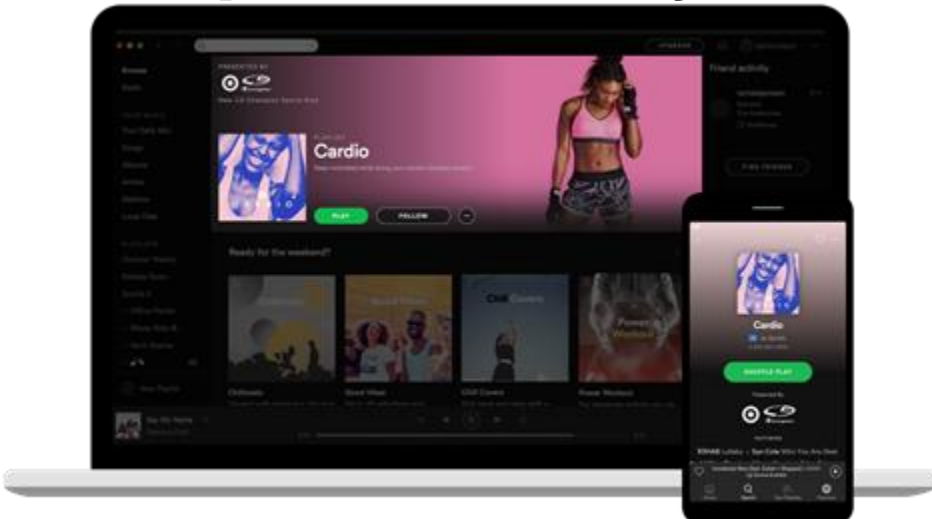
**Overlay Everywhere**  
Cross-Platform



**Leaderboard**  
Desktop only

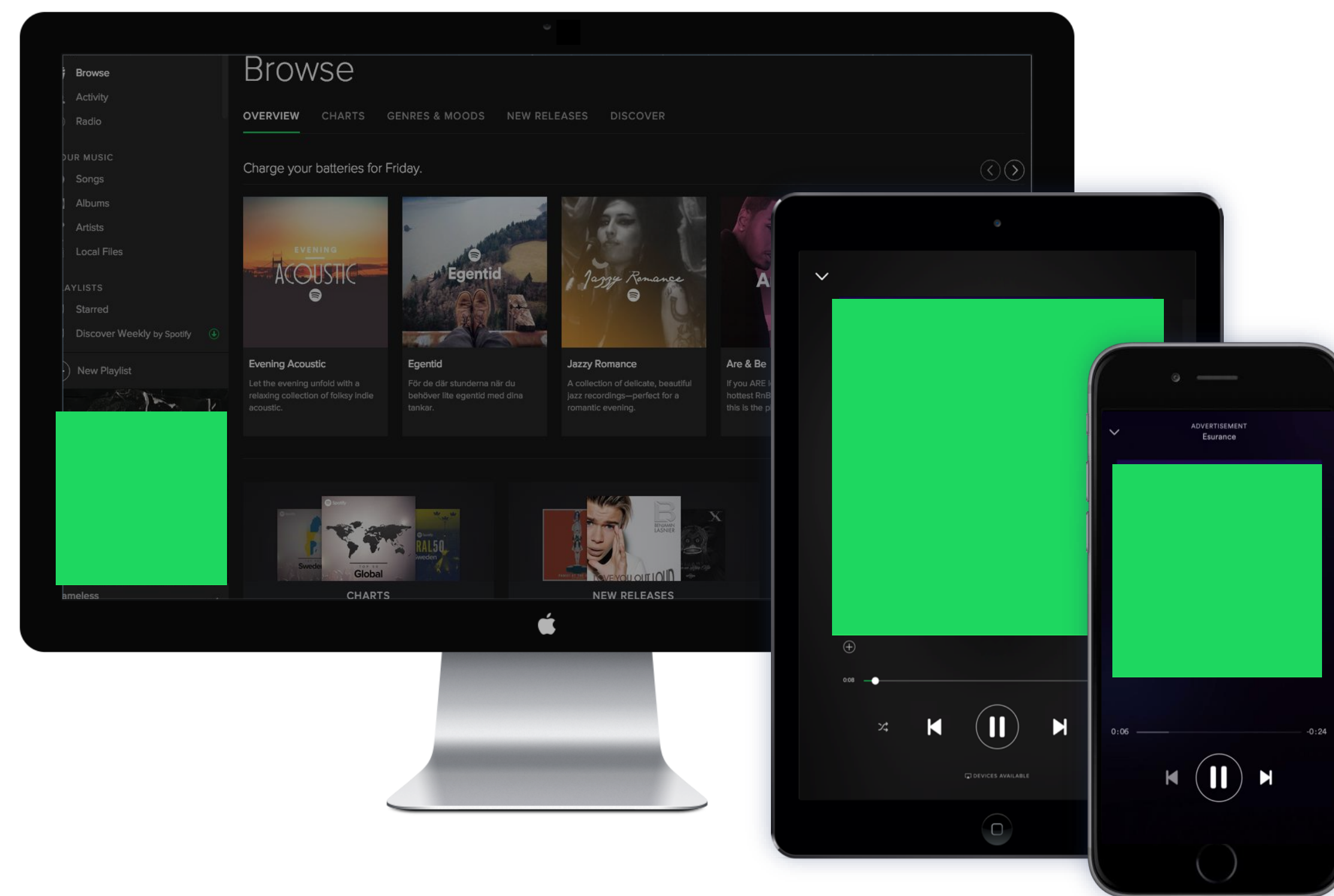


**Sponsored Playlist**



# / Audio Everywhere

- Serves on desktop, mobile and tablet
- User is served an audio ad (max 30s) with a clickable companion image
- Advertiser and CTA text below image
- Non-skippable



# / Audio Everywhere

## AUDIO FILE

- Up to 30s in length
- .mp3 or .wav format
- 1MB max file size

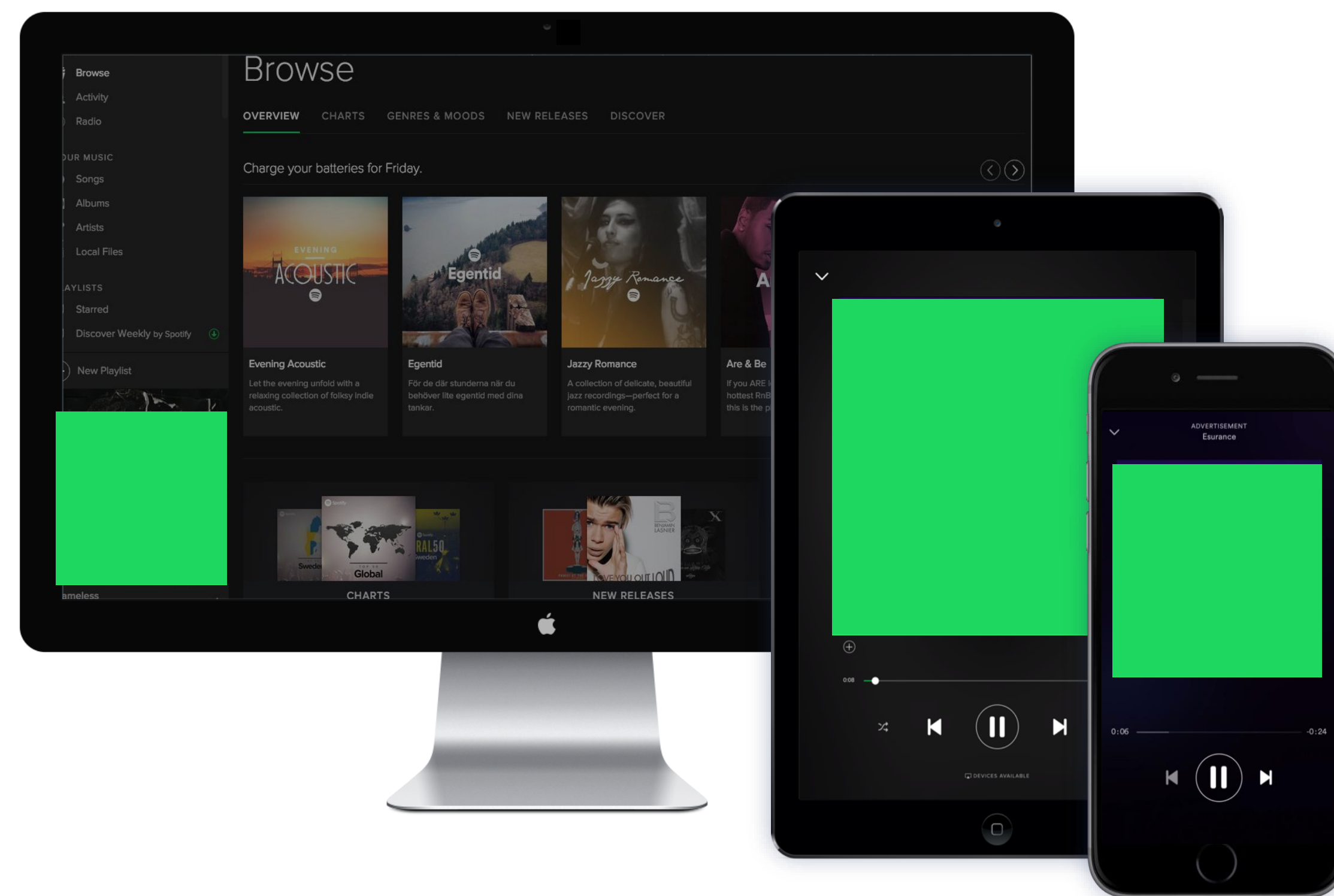
## COMPANION IMAGE

- 640x640
- .jpg only
- 200KB max file size

## DISPLAY TEXT

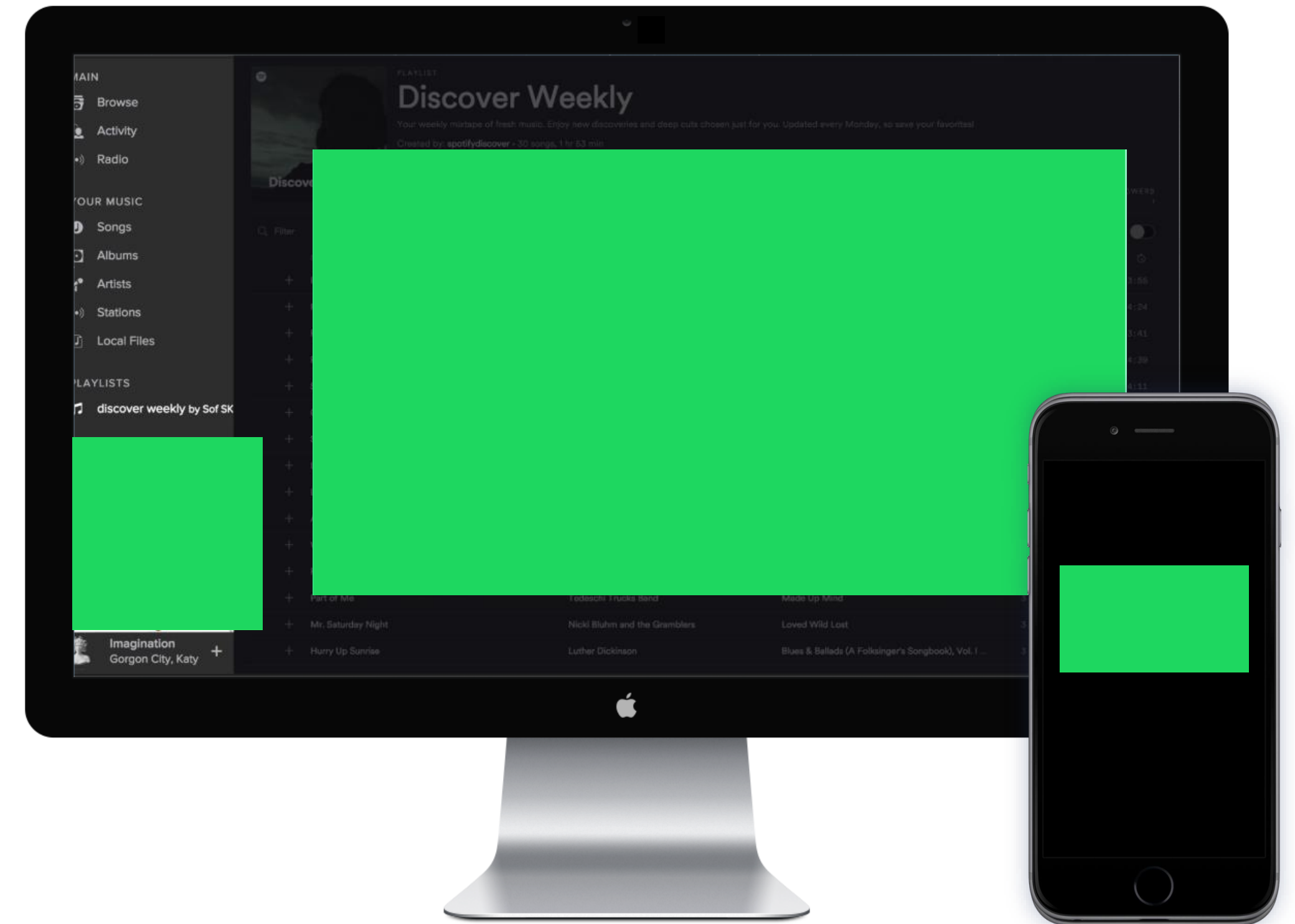
- Title
- Advertiser

## CLICK-THROUGH URL OR SECURE 1X1 CLICK AND IMPRESSION TRACKERS



# / Video Takeover Everywhere

- Serves on desktop and mobile
- User is served a video ad (max 30s) with a clickable companion image
- Advertiser and CTA text below image on desktop, and below video on mobile
- Non-skippable
- Served in-focus only
- Can implement MOAT viewability tracking





# / Video Takeover Everywhere

## VIDEO FILE

- Up to 30s in length
- .mp4 .webm or .mov format
- 500MB max file size
- 1280x720 HD quality preferred
- 16:9 aspect ratio, no letter-boxing or pillar-boxing

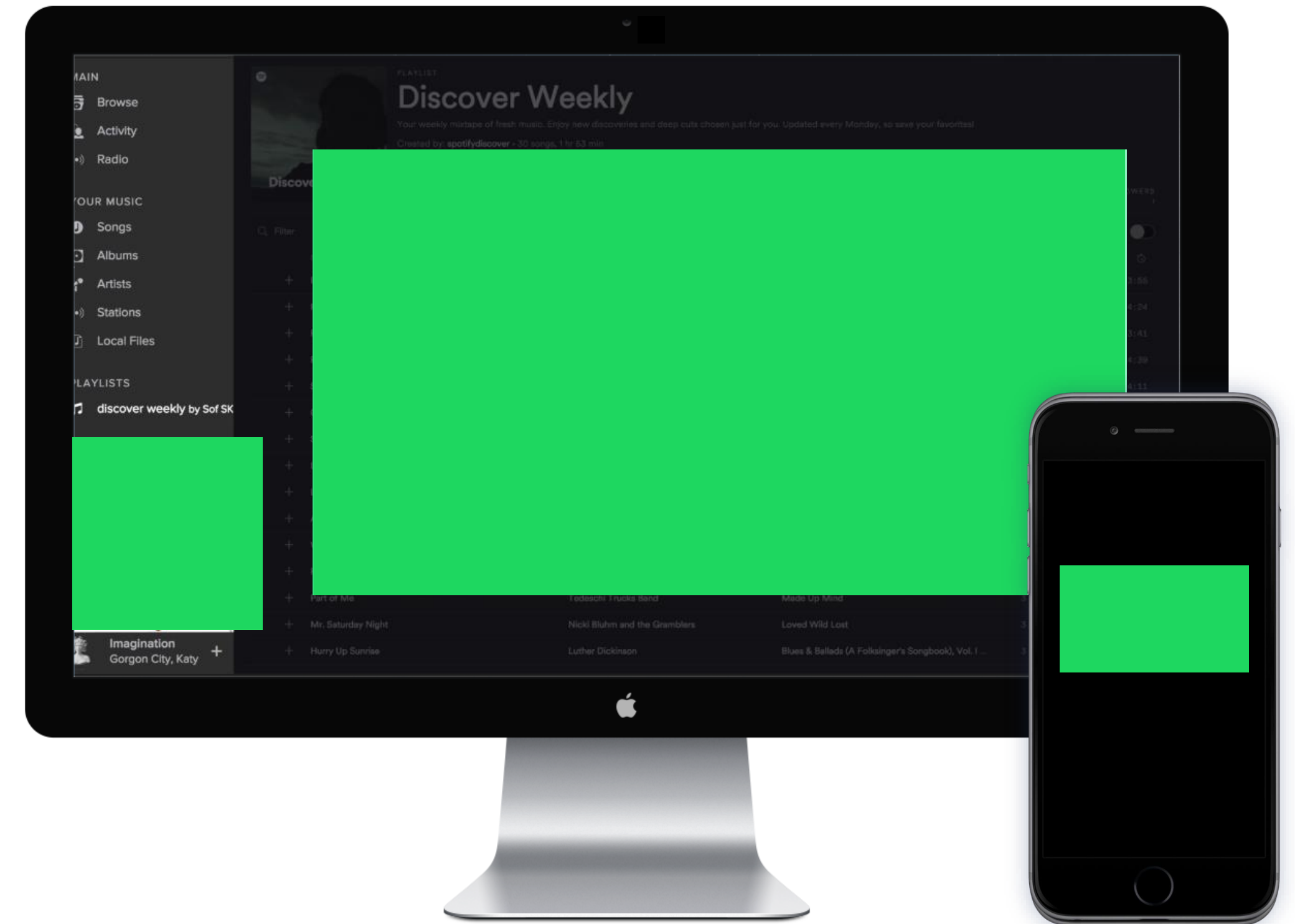
## COMPANION IMAGE

- 640x640
- .jpg only
- 200KB max file size

## DISPLAY TEXT

- Title
- Advertiser

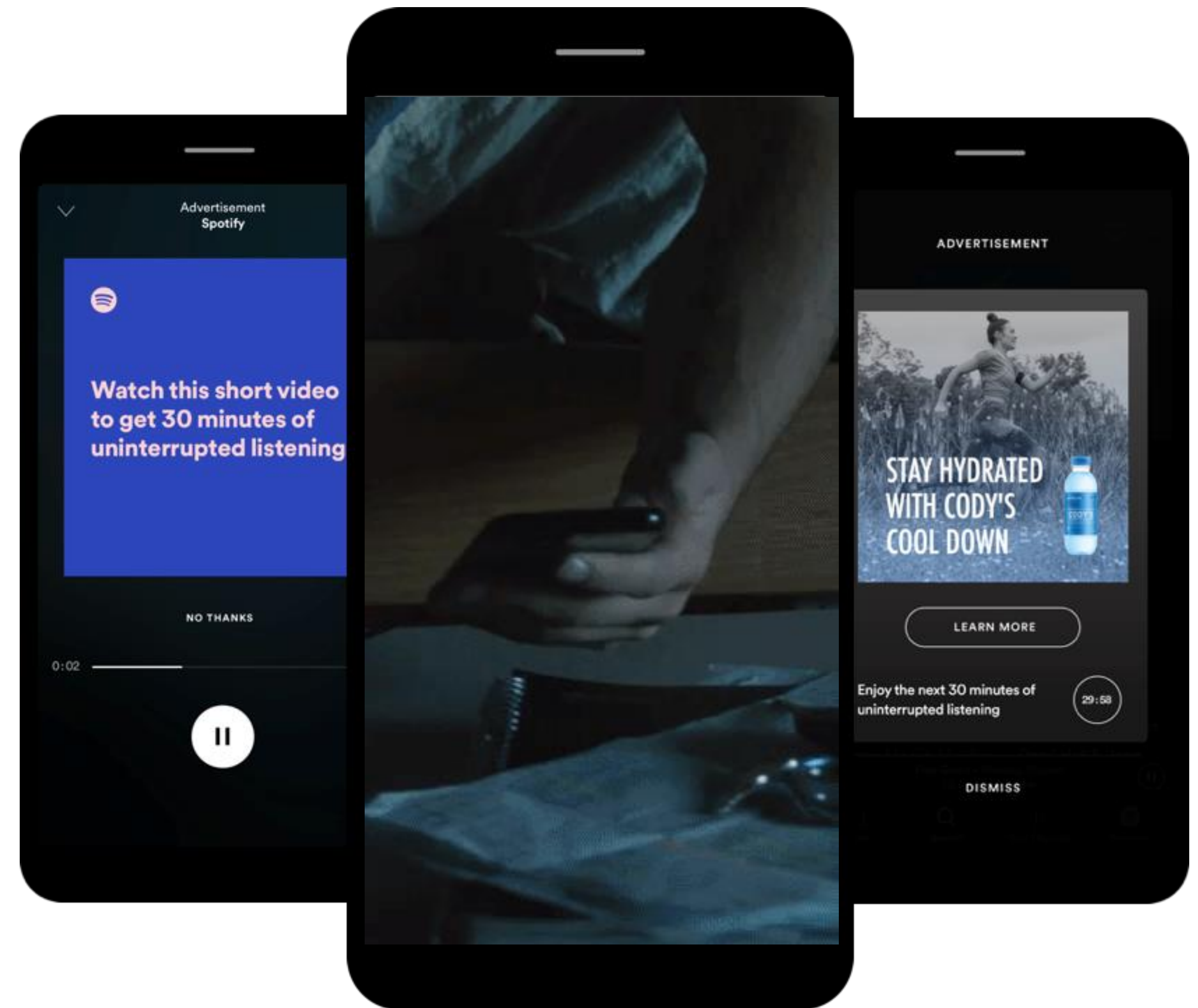
## CLICK-THROUGH URL OR SECURE 1X1 CLICK AND IMPRESSION TRACKERS



# / Sponsored Session

**Gift 30 minutes of uninterrupted listening in exchange for an attentive view**

- Boost brand affinity and create value for your audience when they'll benefit the most - at the start of a listening session.
- Break through the clutter and achieve 100% SOV as the only commercial message delivered for 30 minutes.



# / Sponsored Session

## VIDEO FILE

- Up to 30s in length
- .mp4 or .mov format
- 500MB max file size
- 1280x720 HD quality preferred
- RMS normalized to -14 dBFS
- Peak normalized to -0.2 dBFS,
- no letter-boxing, pillar-boxing or window-boxing)
- Frame rate should be NTSC or PAL compatible
- No interlaced videos
- Video must be submitted without leaders (no slates, countdowns, etc.)
- All files must include sound - no silent videos will be accepted.

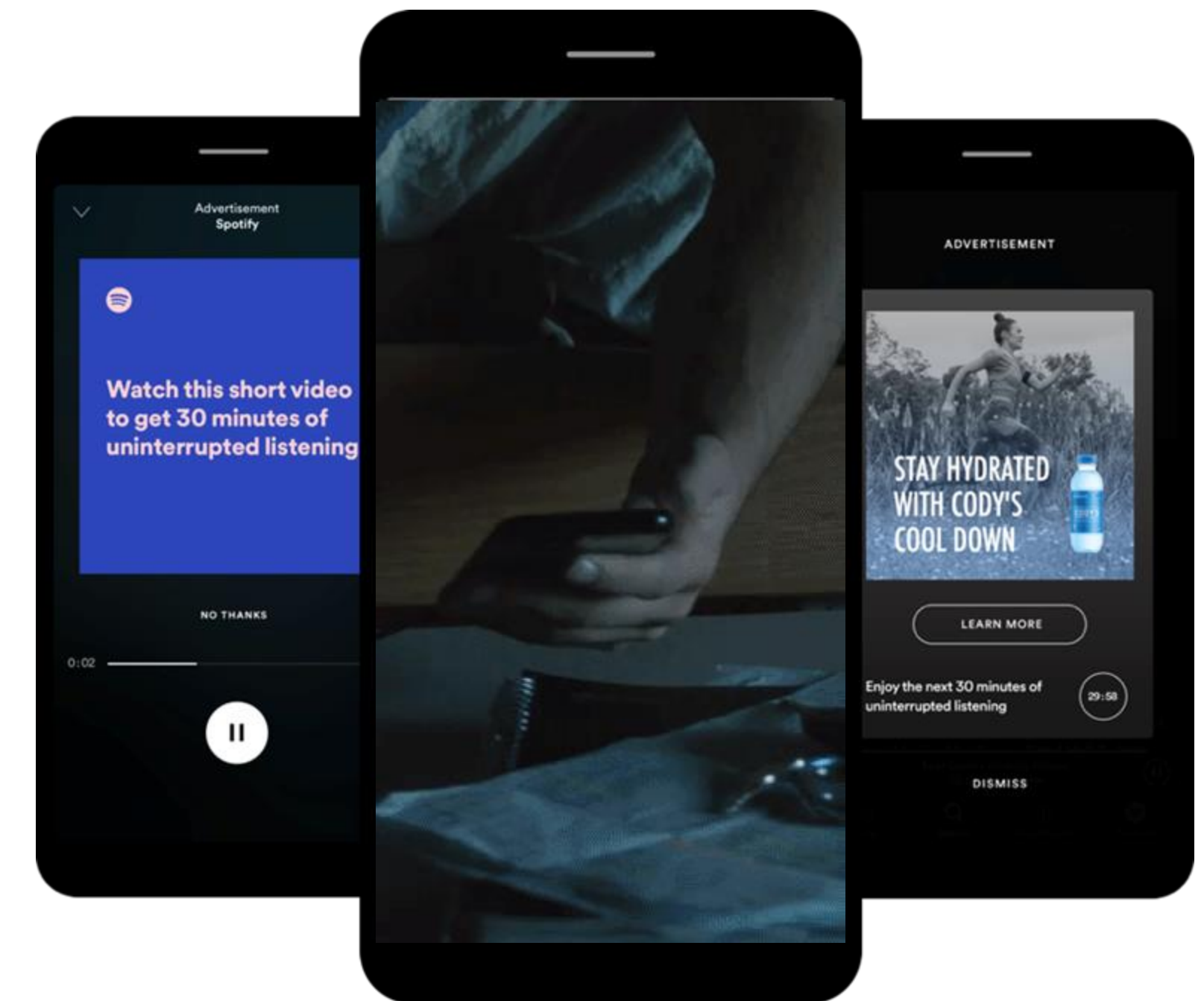
## COMPANION IMAGE

- 640x640
- .jpg only
- 200KB max file size
- Click commands and 1x1 tracking pixels only
- All third-party tags and tracking URLs need to be in https format.

## Additional requirements

- Must provide clickthrough URL (only one clickthrough URL can be used)
- Can click to Spotify URLs and external links.
- No auto-play external links.

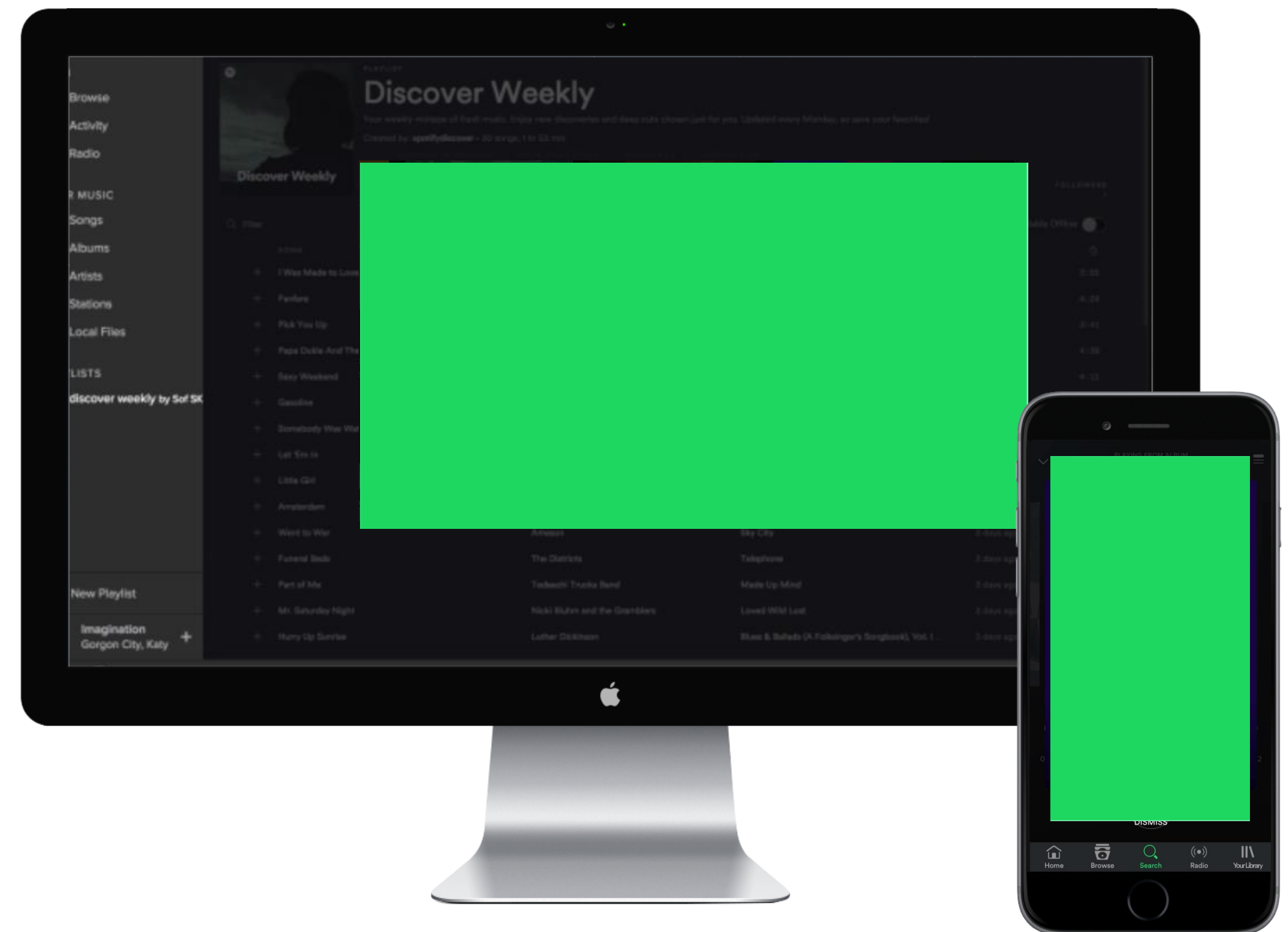
## CLICK-THROUGH URL OR SECURE 1X1 CLICK AND IMPRESSION TRACKERS





# / Overlay Everywhere

- Serves on desktop and mobile
- Served when user returns to the Spotify app
- **On Desktop** Overlay ad shows until user (1) clicks the ad, (2) clicks outside of the ad, or (3) more than 30 seconds pass
- Display then resolves down into a 728x90 companion leaderboard which persists for 30s
- **On Mobile** Overlay shows until user (1) taps the CTA button or (2) swipes the ad away



# / Desktop Overlay

## OVERLAY IMAGE

- 800x435
- .jpg or .gif
- 100KB max file size

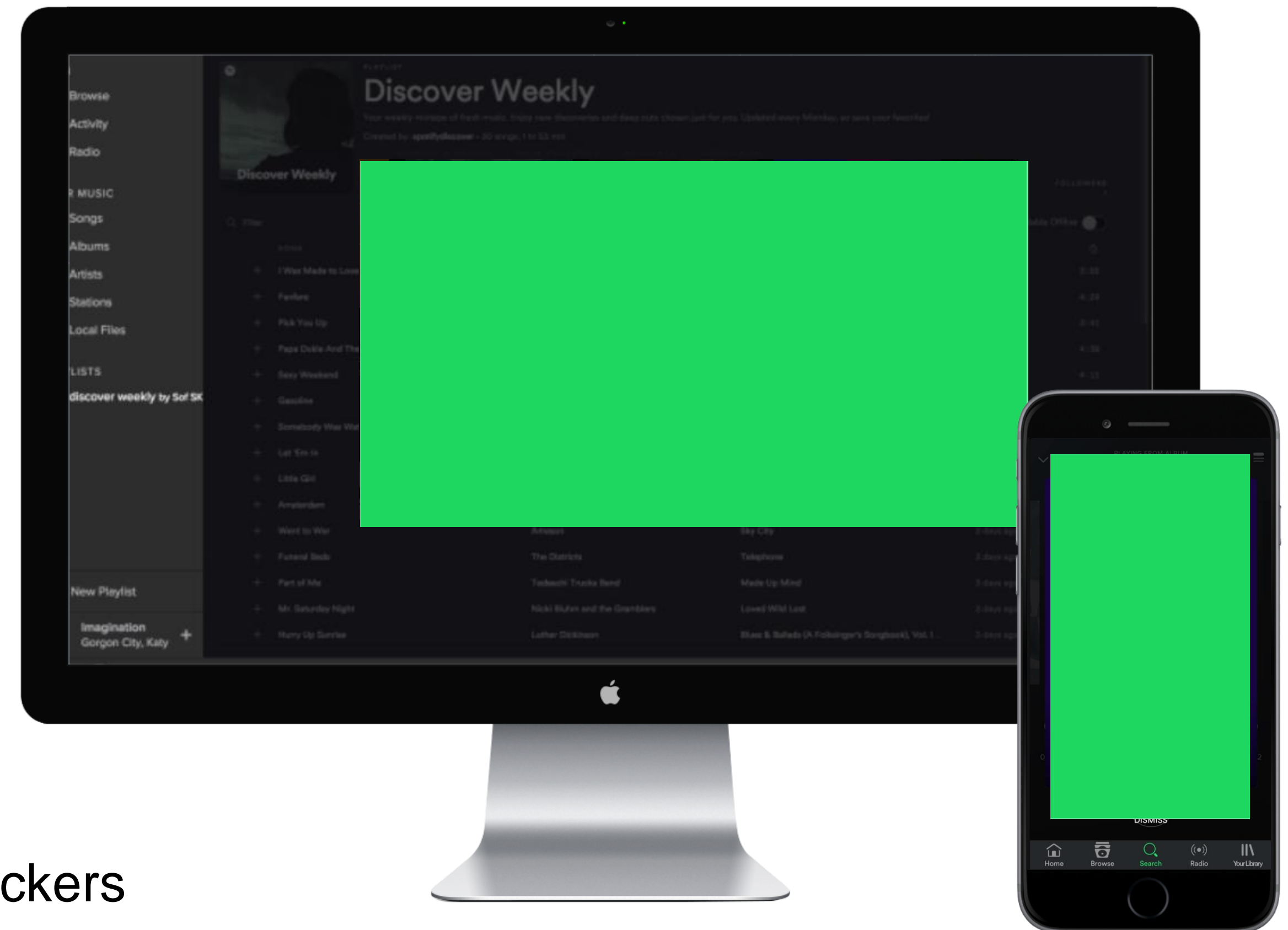
## COMPANION LEADERBOARD IMAGE

- 728x90
- .jpg or .gif
- 100KB max file size

## CLICK-THROUGH URL OR SECURE 1X1 CLICK AND IMPRESSION TRACKERS

Only one set required for format

We cannot implement separate click-through or trackers for each image





# / Mobile Overlay

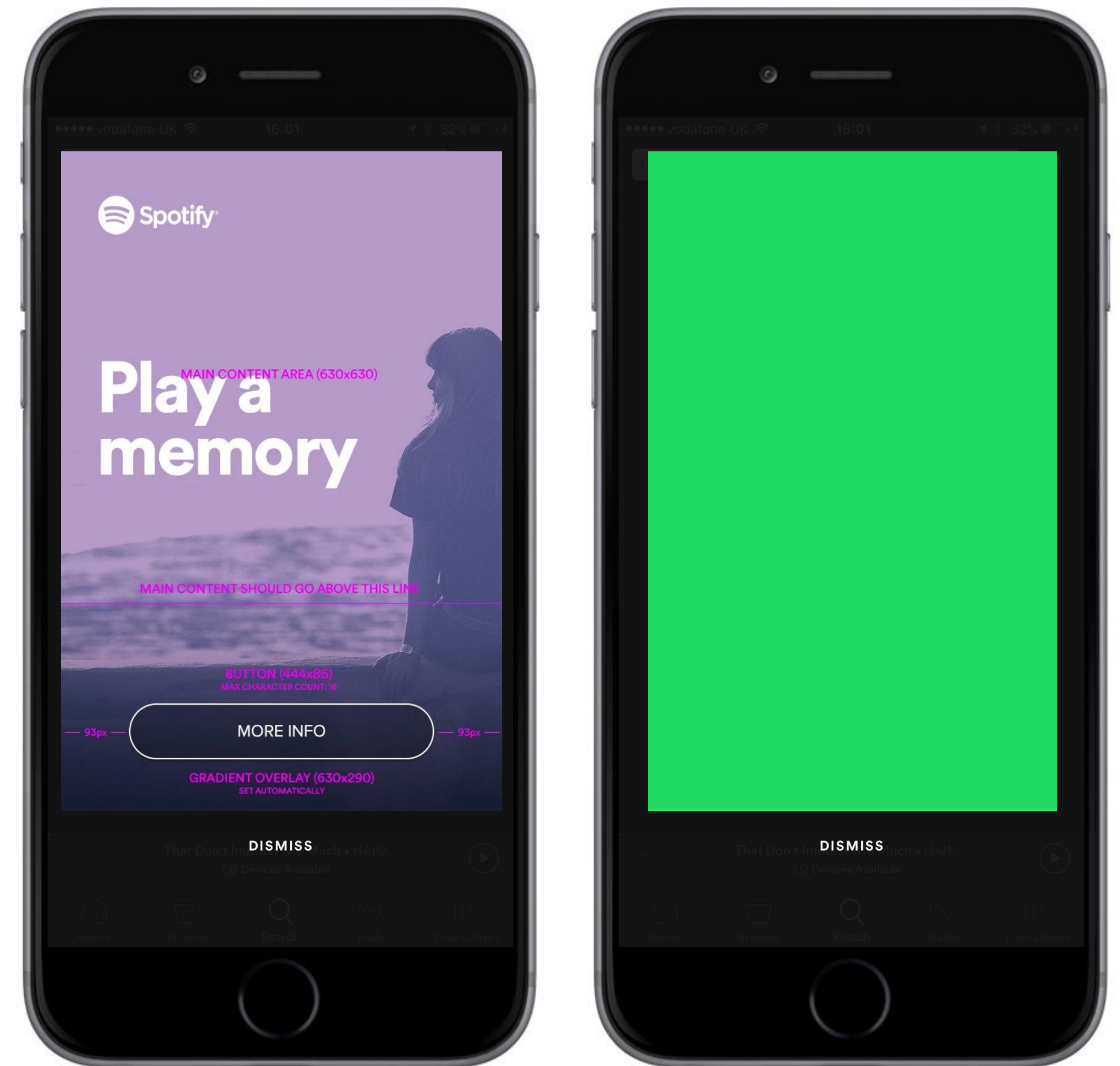
## OVERLAY IMAGE

- 630x920
- .jpg only
- 100KB max file size

## CLICK-THROUGH URL OR SECURE 1X1 CLICK AND IMPRESSION TRACKERS

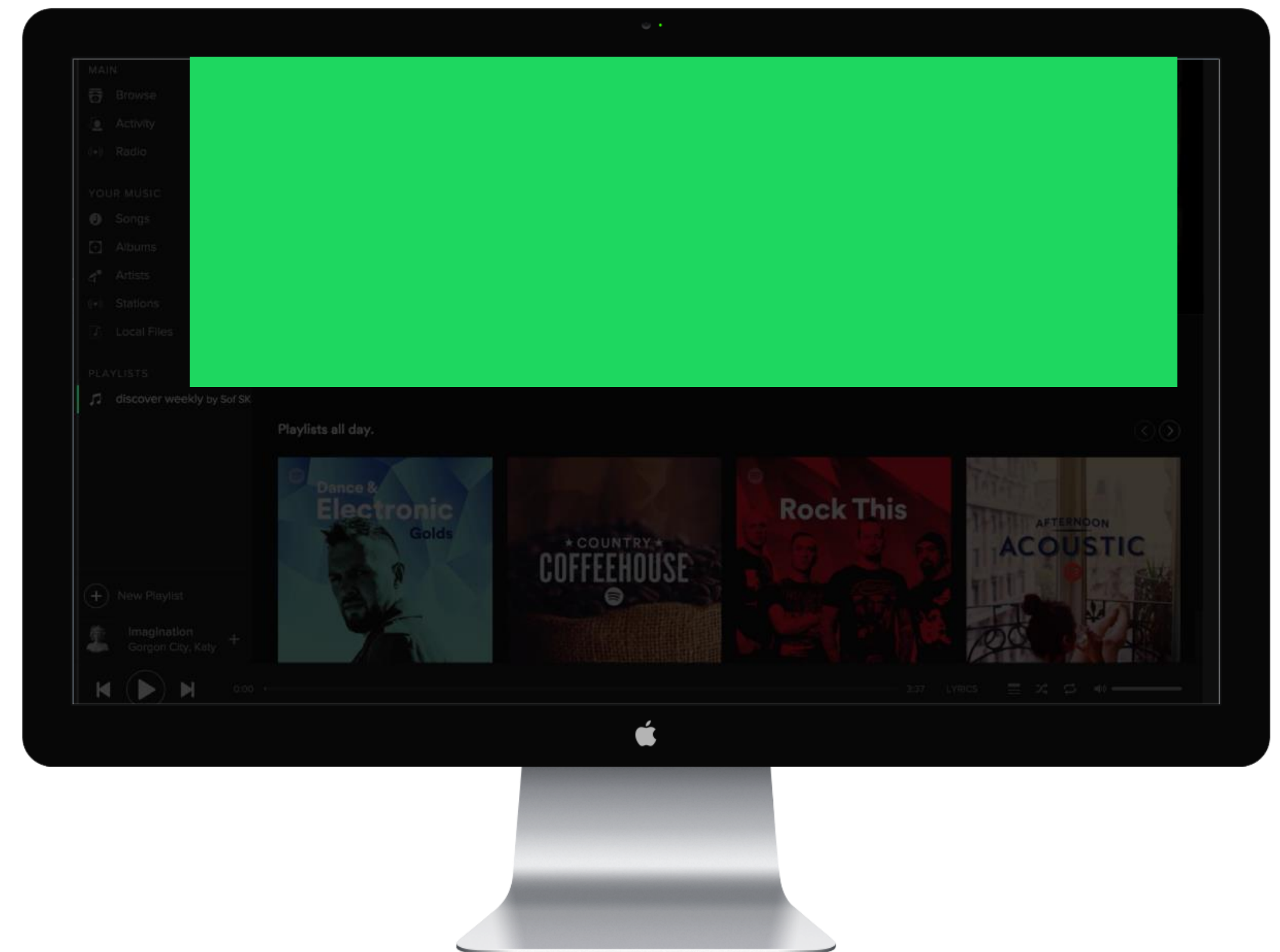
## IMPORTANT TO NOTE

- Design must not include a CTA button
- Design must not have any content in bottom 290px
- Spotify will overlay their native CTA button
- CTA text can be chosen from a list of pre-approved options



# / Homepage Takeover

- Serves on Desktop only
- 24-hour, run of site, 100% share of voice ad on Spotify Browse page
- Clickable and supports rich media



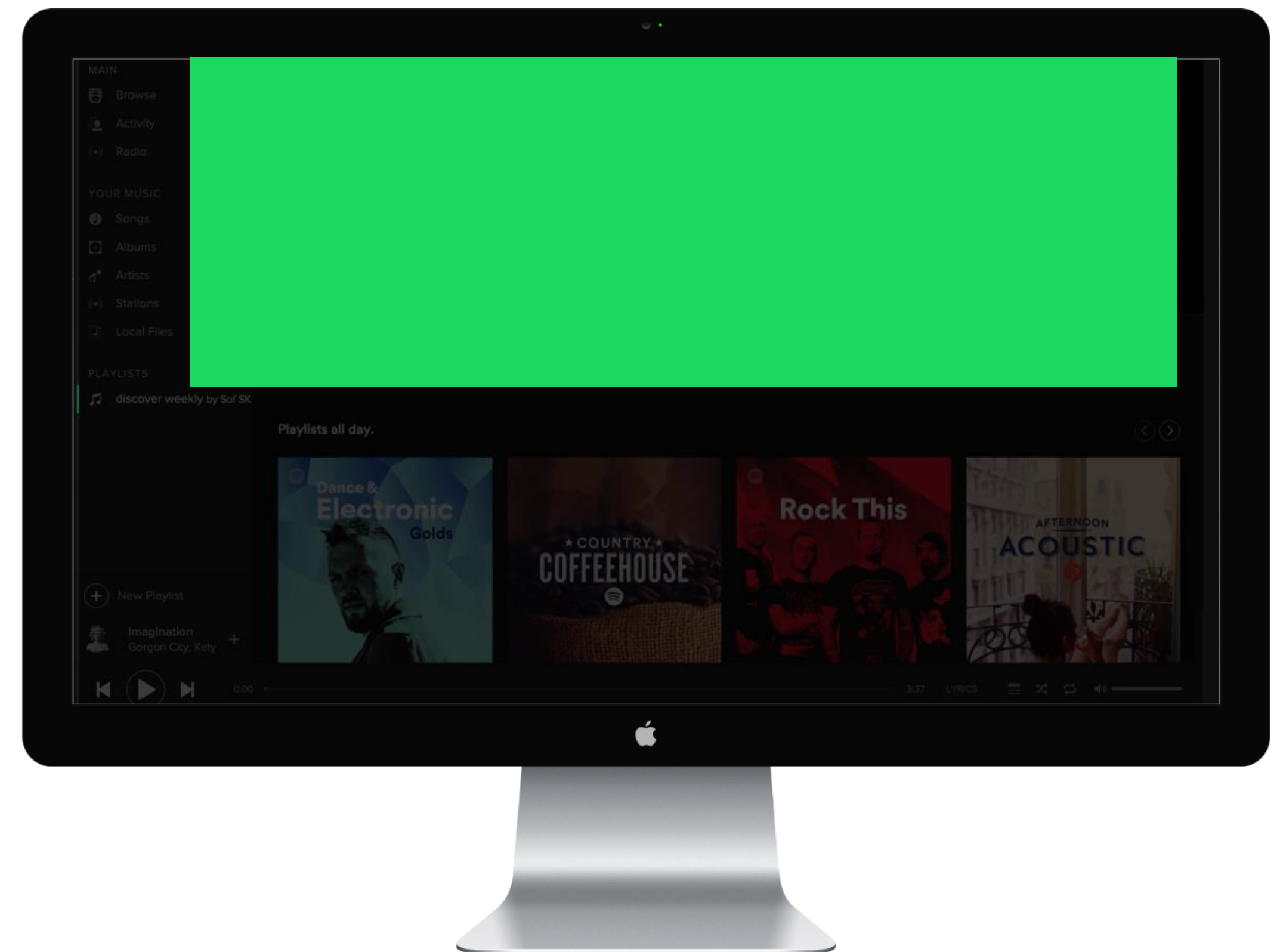


# / Homepage Takeover

## IF IMAGE ONLY

- 1200x270 image
- .jpg or .gif format
- 1MB max file size

CLICK-THROUGH URL OR SECURE  
1X1 CLICK AND IMPRESSION TRACKERS



# / Homepage Takeover

## IF THIRD-PARTY HOSTED

- 800x235 secure HTML5
- Hosted in a Javascript or iFrame tag
- Flash not supported
- Any embedded video must be in .webm format
- Auto-play is accepted, but must be muted and have play/pause and volume controls

## BACKGROUND IMAGE

- 1200x270 image
- .jpg or .gif format
- 1MB max file size

**CLICK-THROUGH URL OR SECURE  
1X1 CLICK AND IMPRESSION TRACKERS**  
(for background image)





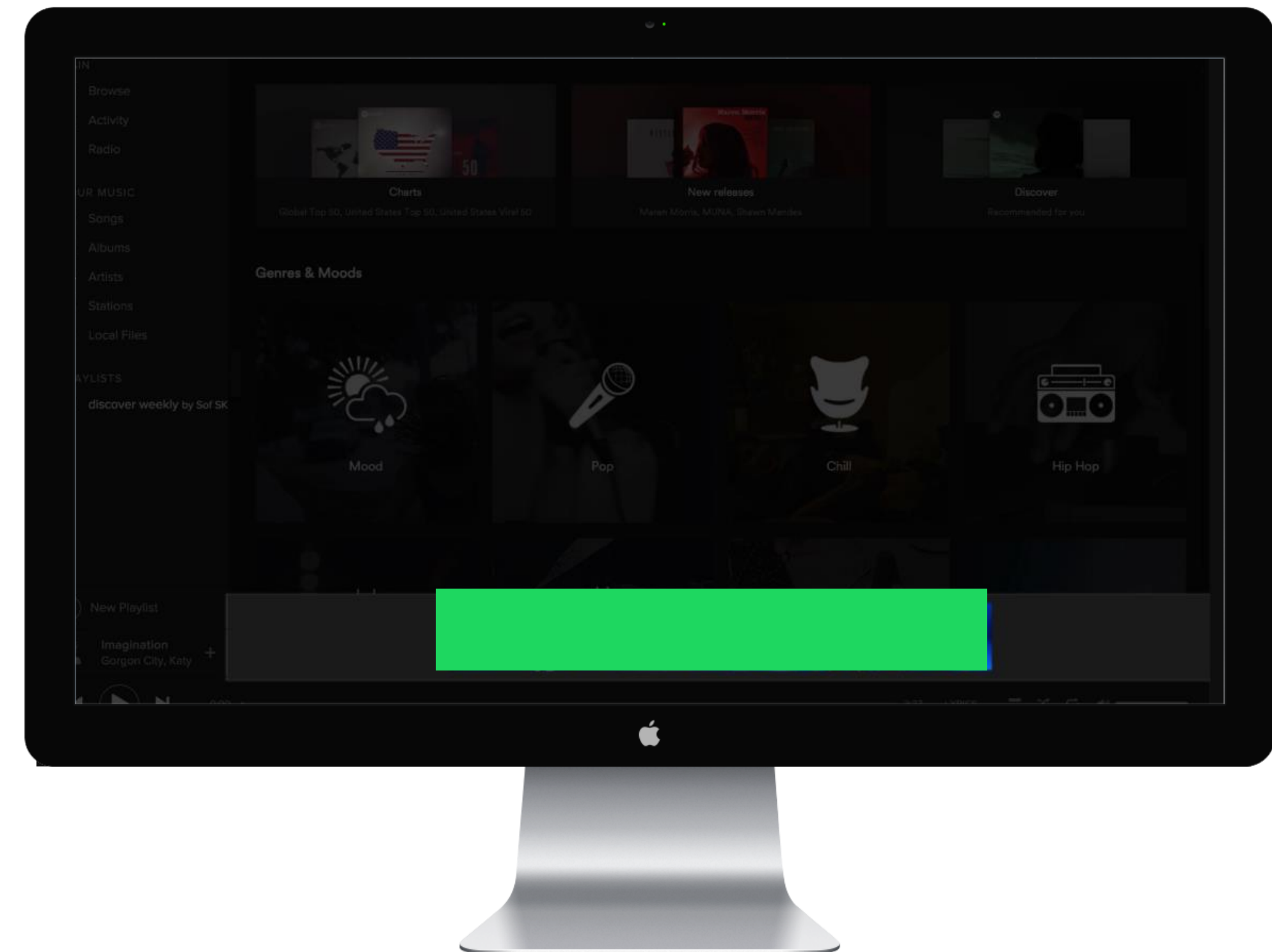
# / Homepage Takeover

## IMPORTANT TO NOTE

- Interactive Area floats on the background and must fit within the 1200x270 background image.
- Please keep key branding elements inside the interactive area, as the background image may not display for users with smaller screens.
- Do not brand in top right corner as this area will be covered by a “Sponsored” button.
- Any creative with an Interactive Area (e.g. rich media) must provide a fallback image.
- Animation or videos cannot exceed 40% of a user's CPU. Common causes of high CPU use are continued animation & heavy animation sequences.
- We advise to use a YouTube embed for any Homepage Takeover that is using video creative and being served by DoubleClick.
- Maximum recommended animation/video length is 30 seconds.
- Any creative with audio or video must also include Play, Stop and Volume controls; audio must be turned off by default.
- No hover effects allowed.

# / Leaderboard

- Serves on Desktop only
- User is served a 728x90 leaderboard image
- Persists for 30s
- Can implement MOAT viewability tracking





# / Leaderboard

## IF IMAGE ONLY

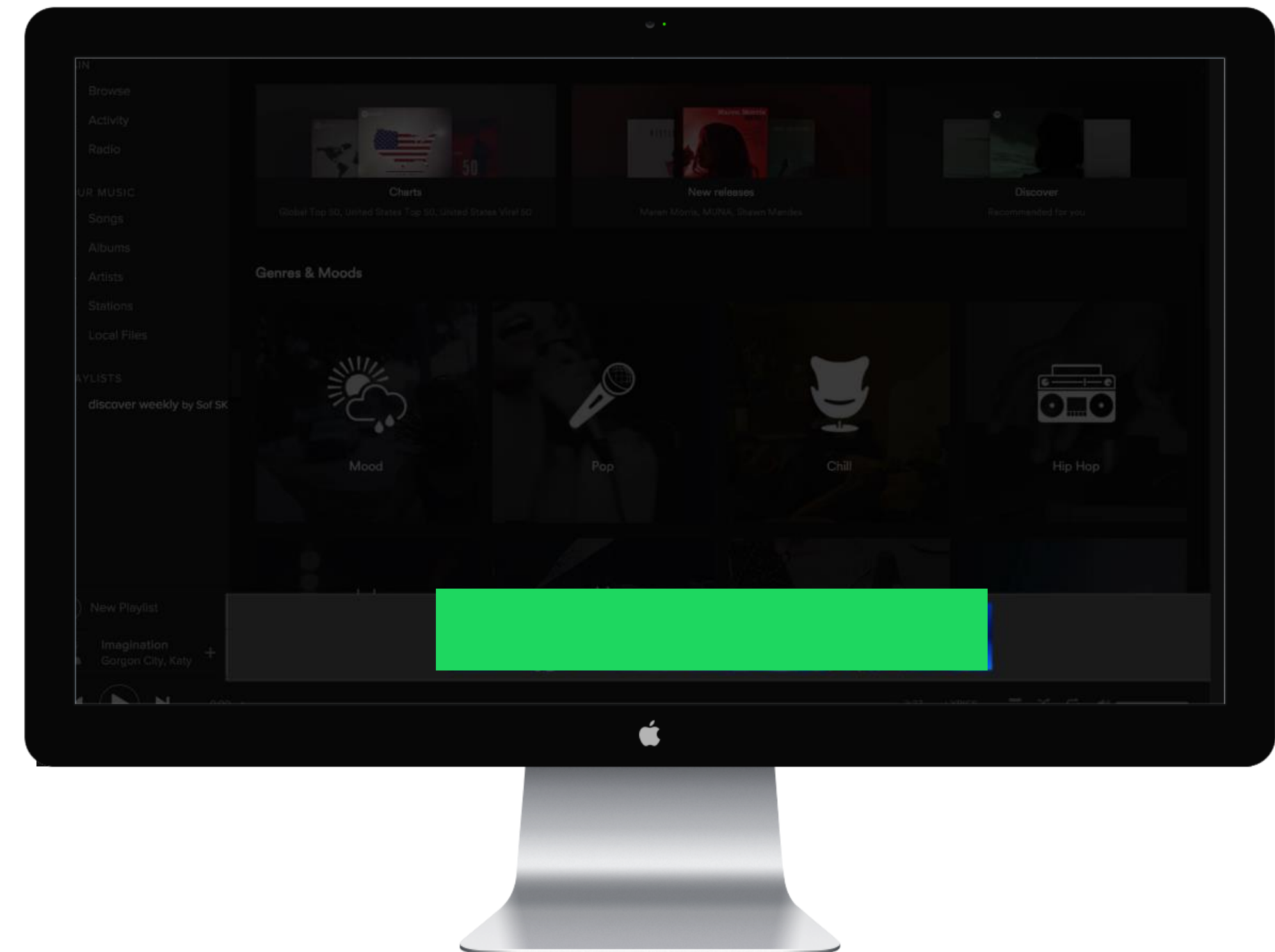
- 728x90 image
- .jpg or .gif format
- 100KB max file size

## CLICK-THROUGH URL OR SECURE 1X1 CLICK AND IMPRESSION TRACKERS

—

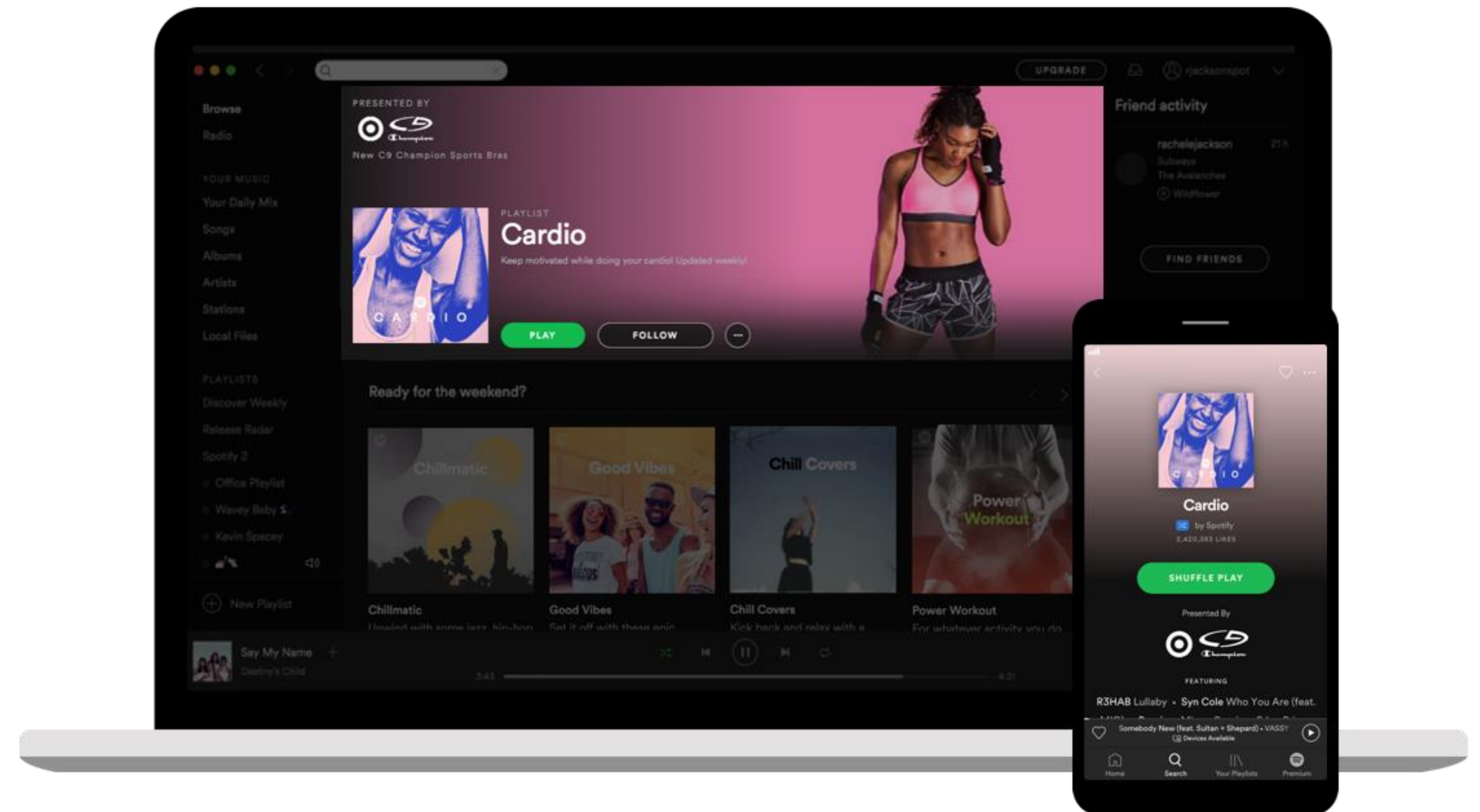
## IF THIRD-PARTY HOSTED

- 728x90 secure HTML5
- Hosted in a Javascript or iFrame tag
- Flash not supported



# / Sponsored Playlist

- Sponsored Playlist allows your brand to maximize awareness by exclusively sponsoring Spotify's top real estate, our owned & operated playlists.
- Serves on Desktop & Mobile



# / Native Homepage Takeover

## BACKGROUND IMAGE

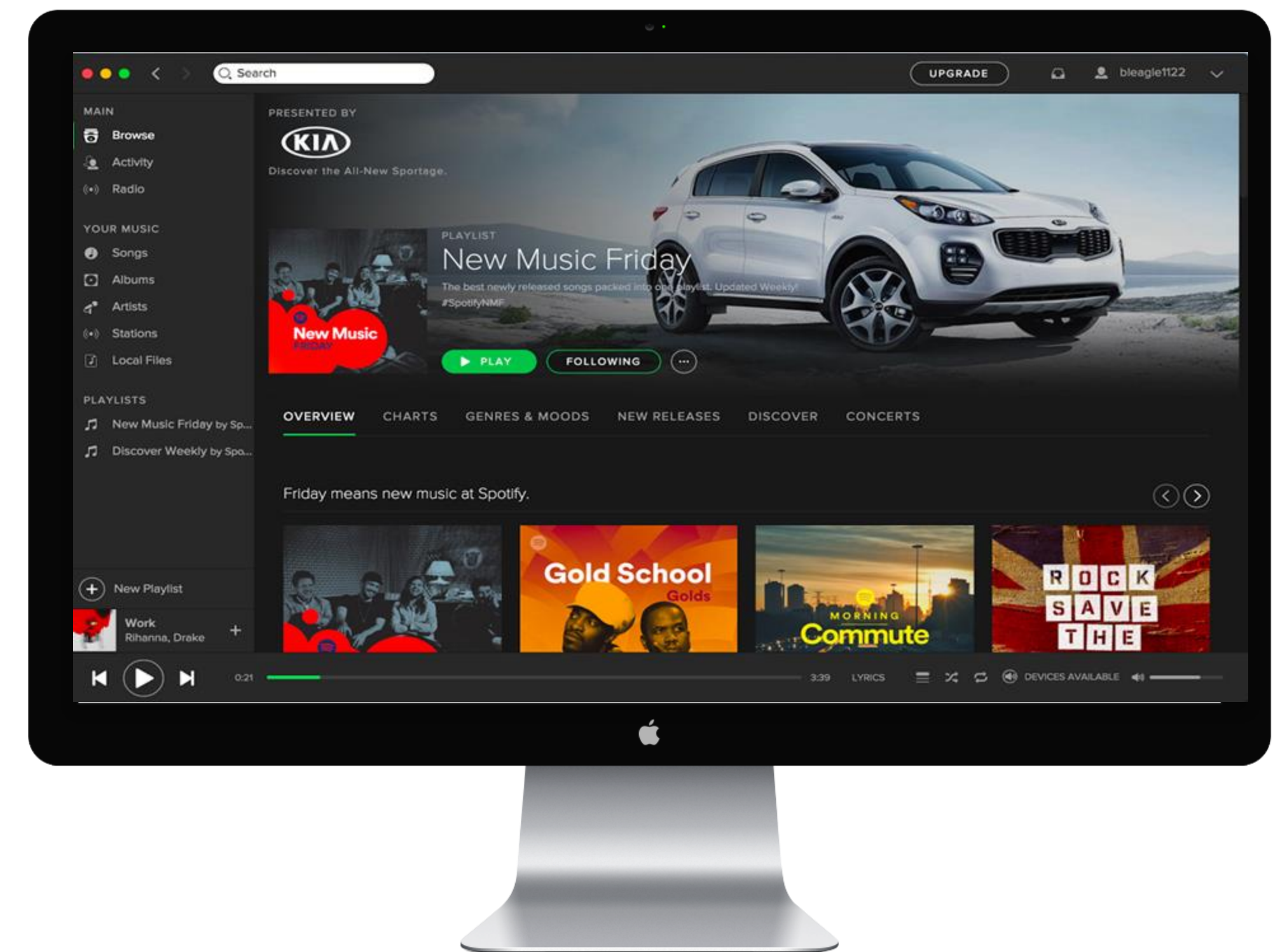
- Size: 1200x350
- Format: JPEG
- Notes: No logo, No text

## BRAND LOGO

- Size: 200x75
- Format: Transparent PNG/EPS/AI/PDF
- Notes: Must be white or editable to white

## BRAND TAGLINE

- Size: Max 30 Characters
- Format: Text
- Notes: Featured underneath logo



Homepage Takeover Specs:

<https://www.spotify.com/us/brands/formats/homepage-takeover/>



# / Native Audio Everywhere

## CUSTOM AUDIO SCRIPT

- Size: 1-2 Sentences
- Format: Text
- Notes: Appended to end of 30 sec audio spot

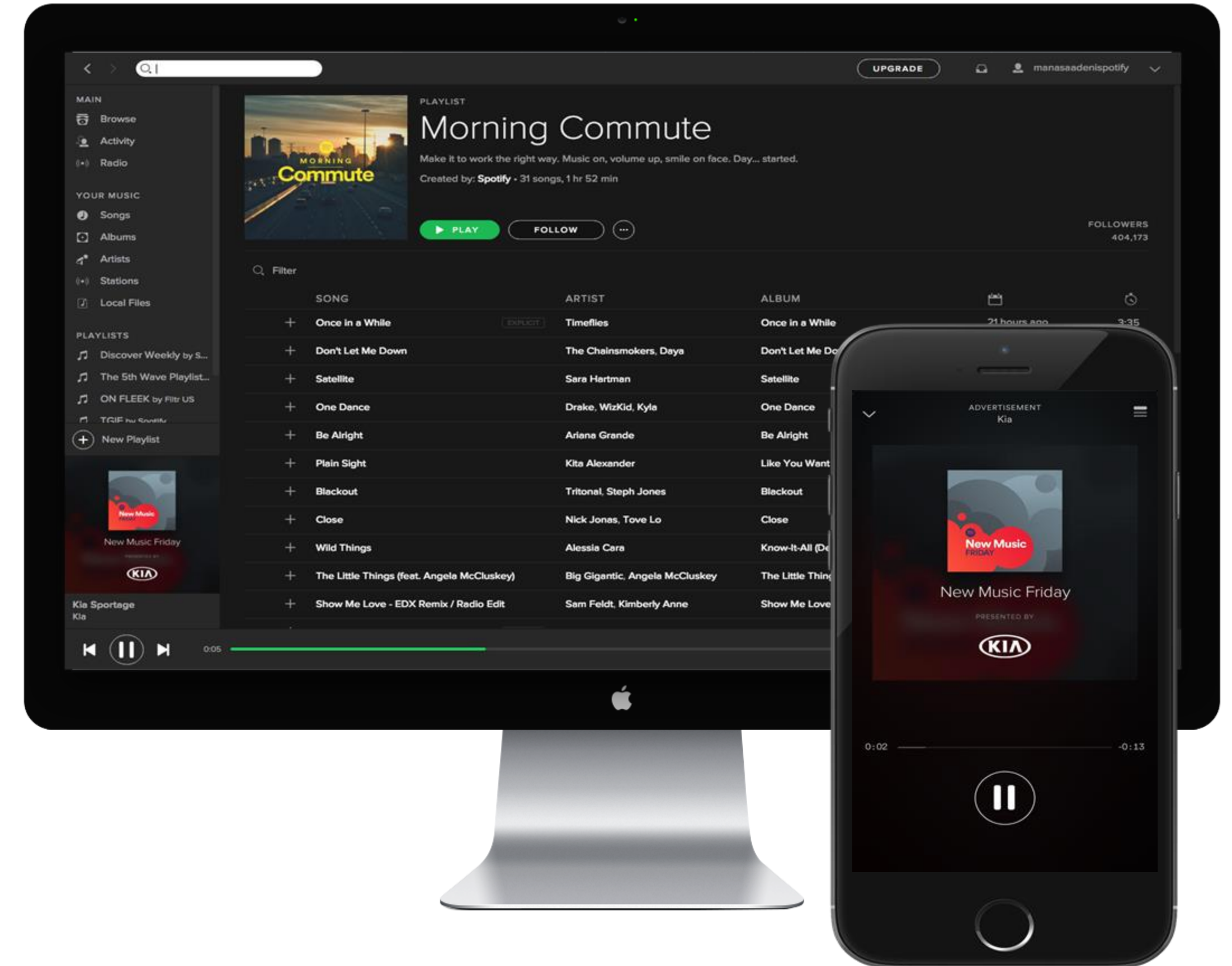
## BRAND LOGO

- Size: 200x75
- Format: Transparent PNG/EPS/AI/PDF
- Notes: Must be white or editable to white

*“Hey Spottifiers! Click or tap the banner to listen to New Music Friday. The best songs coming out today. From your favorite artists to the next big thing, all in one playlist and updated every Friday. Brought to you by our friends at Kia. Discover the all new Sportage, discover the new Kia!”*

### Audio Specs:

<https://www.spotify.com/us/brands/formats/audio/>



# / Native Overlay Everywhere

## ART ASSESTS (DESKTOP ONLY)

- Size: At least 900x700
- Format: Layered PSD
- Notes: No brand logo, No text

## BRAND TAGLINE (DESKTOP ONLY)

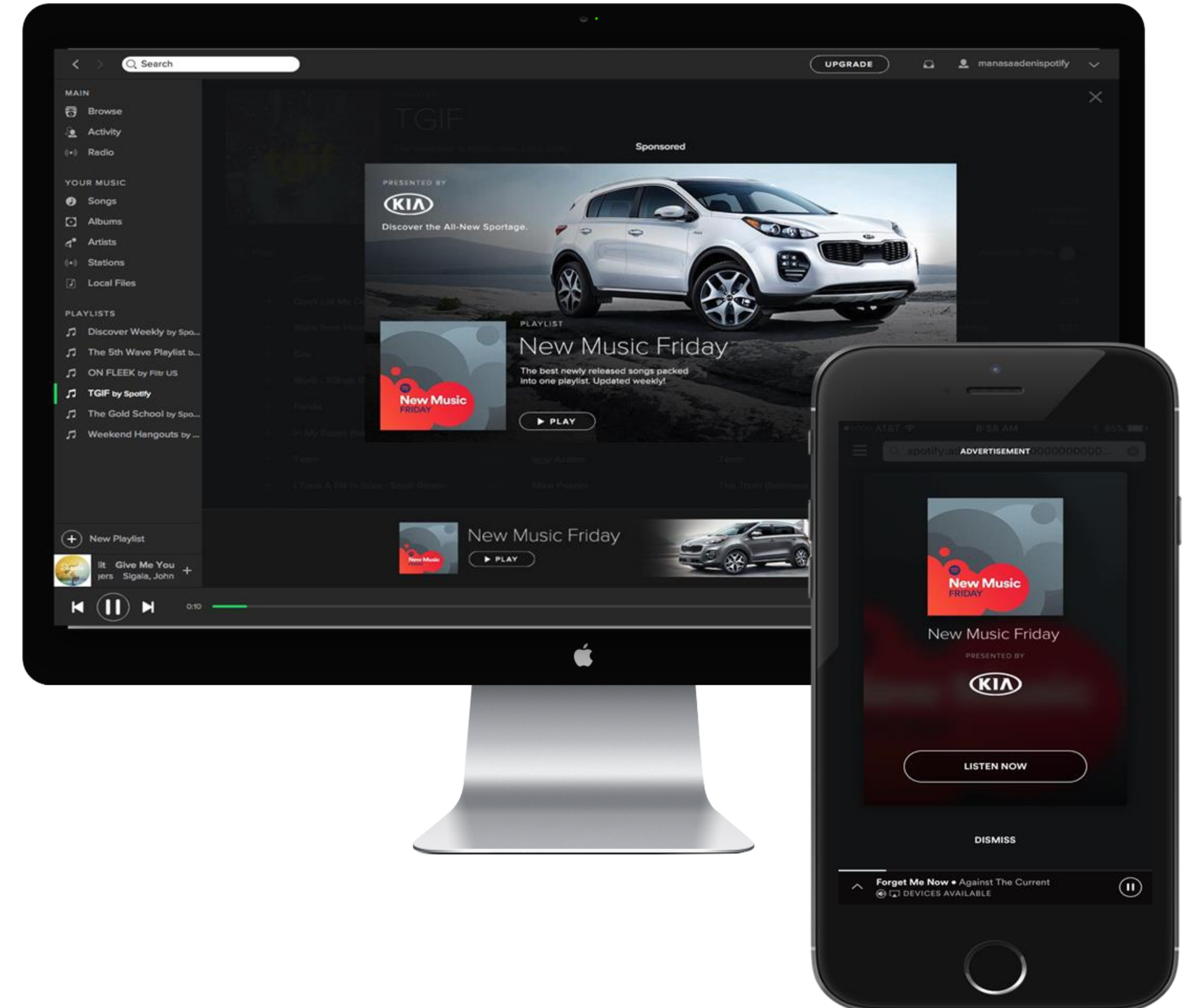
- Size: Max 30 Characters
- Format: Text
- Notes: Featured underneath logo

## BRAND LOGO

- Size: 200x75
- Format: Transparent PNG/EPS/AI/PDF
- Notes: Must be white or editable to white

Overlay Specs:

<https://www.spotify.com/us/brands/formats/overlay/>





# / Native Leaderboard

- **ART ASSESTS**
- Size: At least 900x700
- Format: Layered PSD
- Notes: No brand logo, No text

## BRAND LOGO

- Size: 200x75
- Format: Transparent PNG/EPS/AI/PDF
- Notes: Must be white or editable to white



Leaderboard Specs:

<https://www.spotify.com/us/brands/formats/display/>



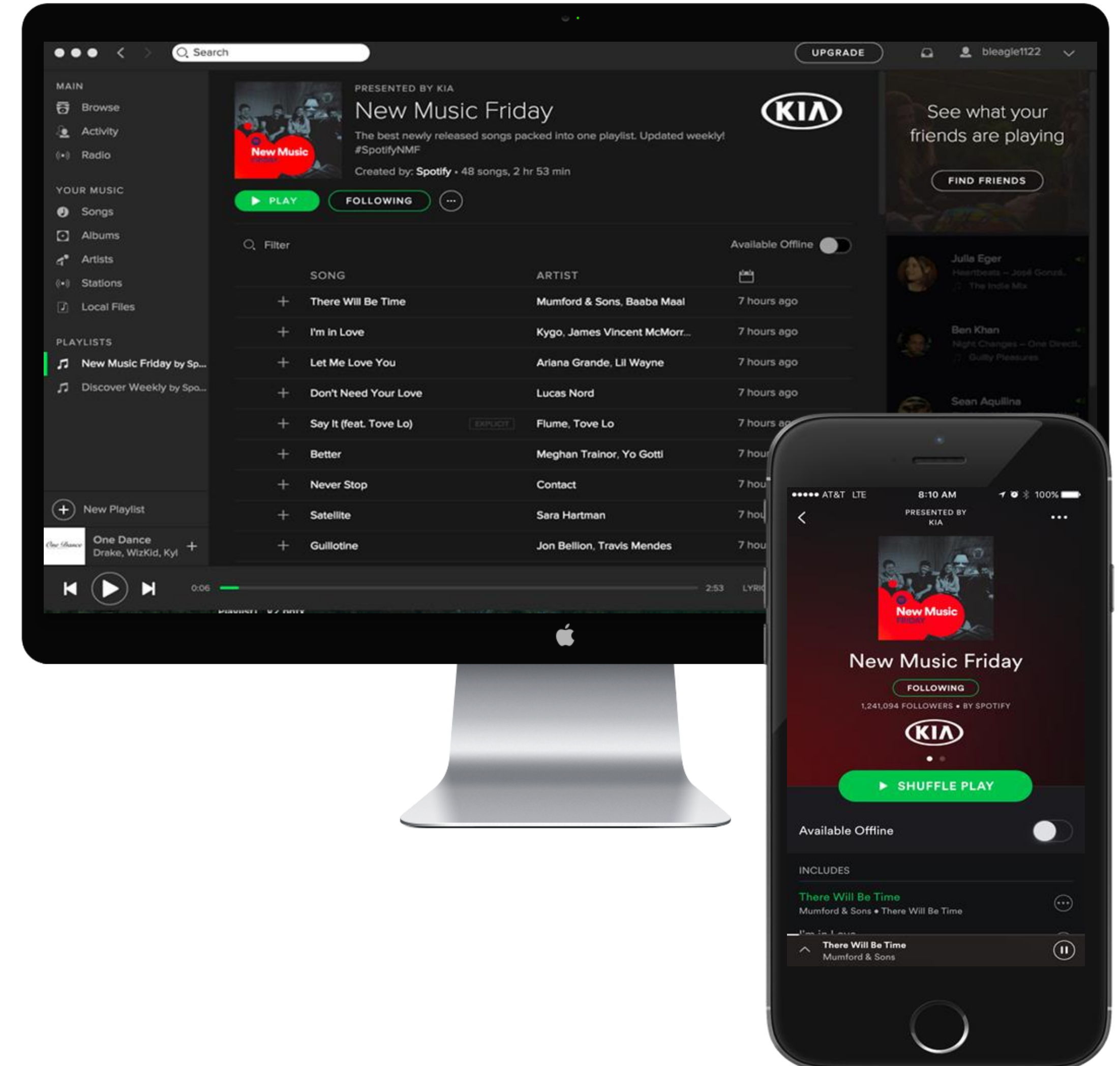
# / Logo in Playlist

## BRAND LOGO

- Size: 200x75
- Format: Transparent PNG/EPS/AI/PDF
- Notes: Must be white or editable to white

## CLICKABLE URL

- Format: URL



# / Audio Everywhere (1st Ad Break)

## AUDIO FILE

- Length: 0:15 or 0:30 Seconds
- Format: WAV/MP3
- Notes: Max File Size of 1 MB

## COMPANION BANNER

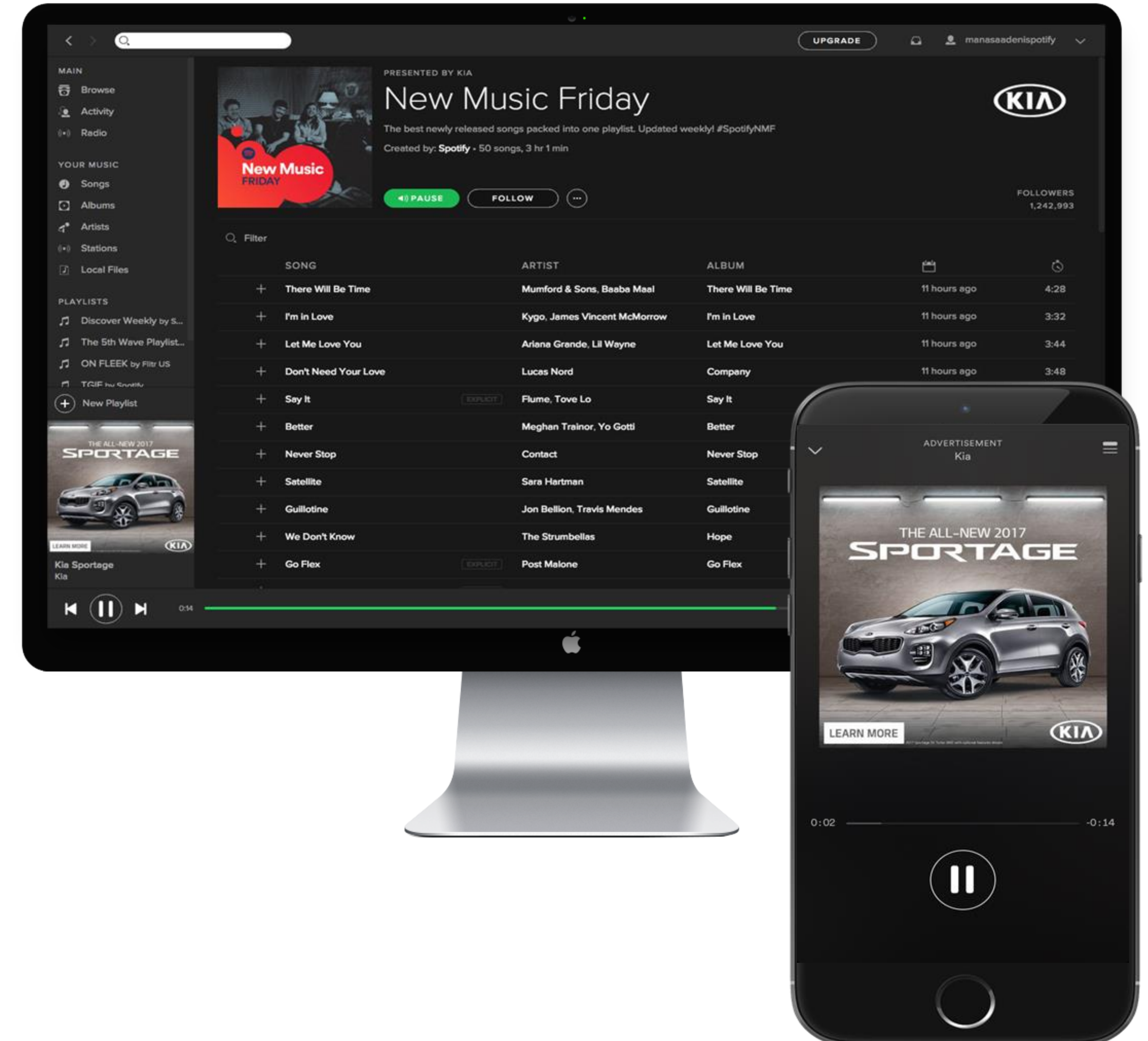
- Size: 640x640
- Format: JPEG
- Notes: File Size of 200K

## TRACKING OPTIONS

- Program: Accept 1x1 Impression Pixel Only.
- Clicks Internally Tracked.
- Brand: Accept 1x1 and Click Tag

Audio Specs:

<https://www.spotify.com/us/brands/formats/audio/>





# / Video Takeover (1st Ad Break)

## VIDEO FILE

- Length: 0:15 or 0:30 Seconds
- Format: MOV/MP4
- Notes: Max File Size of 500 MB

## COMPANION BANNER

- Size: 640x640
- Format: JPEG
- Notes: File Size of 1MB

## TRACKING OPTIONS

- Site Served
- Program: Accept 1x1 Impression Pixel Only. Clicks Internally Tracked.
- Brand: 1x1 and Click Tag



Video Takeover Specs:

<https://www.spotify.com/us/brands/formats/video-takeover/>



# / Overlay Everywhere (100% Display SOV)

## DESKTOP OVERLAY

- Size: 800x435
- Format: Static JPEG
- Notes: File Size of 100K
- Resolve Banner: 728x90 JPG

## MOBILE OVERLAY

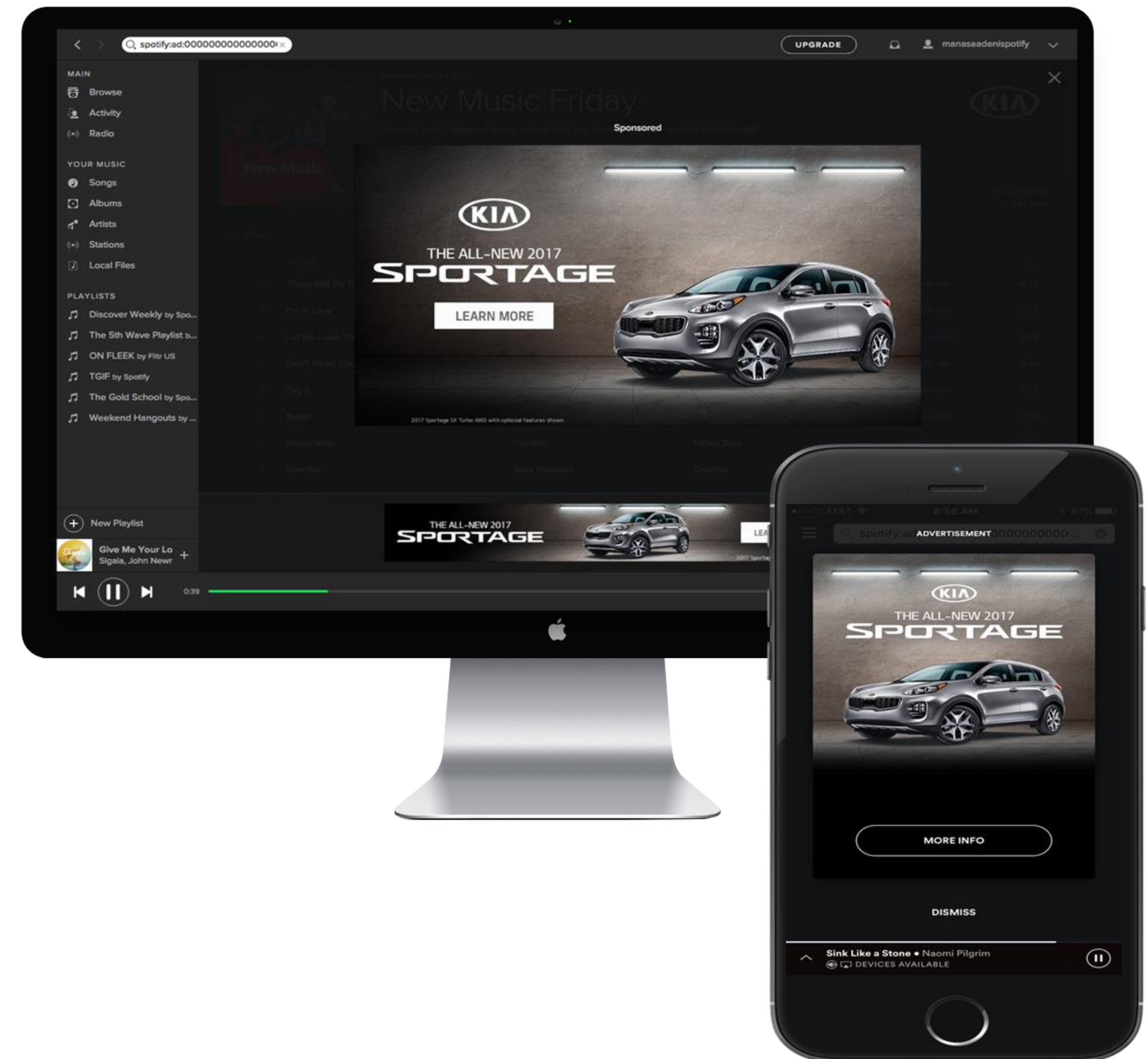
- Size: 630x920
- Format: JPG
- Notes: File Size of 100K
- CTA Button: Do Not Build CTA in Creative

## TRACKING OPTIONS

- Site Served
- Program: Accept 1x1 Impression Pixel Only.
- Clicks Internally Tracked.
- Brand: 1x1 and Click Tag

Overlay Specs:

<https://www.spotify.com/us/brands/formats/overlay/>







# Thank you.