TECHNICAL SPECIFICATIONS

Pre-Stream Audio Ads and In-Stream Audio Ads

Audio Ad

Length:	max. 30.000 Millisekunden
Format:	MP3
Bitrate:	mind. 128 Kbit, max. 441 kHz, mind. 32 kHz
Volume:	-6db

Note: do not use smartspeaker-commands („Alexa“, „Ok Google“), to avoid any unintentional smartspeaker activity

Tracking options:
A tracking link (impression tracking only) can be attached to a pre-stream or in-stream audio ad.

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

If our service is connected, tracking is carried out on the server side. This 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 the agency or client side filter and discard views from a single IP.

Necessary elements

- Audio ad
- 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