



International Digital Ad Specs 2019

DAX INTERNATIONAL DIGITAL AUDIO ADS

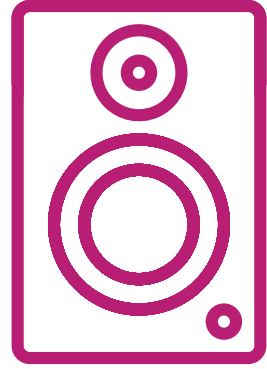
Site	Placement	Ad Format/Type	File Type	Max File Size	Animation Allowed
US	30" Audio	Rich Media (Audio)	Stereo PCM 44.1kHz, 16 bit WAV preferred MP3 accepted at bit rate of >128 kbit per second	11MB	No
	300x250 Companion Banner	Static Banner	JPG, JPEG or PNG	50KB	No
	272x272 Companion Banner	Static Banner	JPG, JPEG or PNG	50KB	No
UK	10.0/ 20.0/ 30.0/ 40.0/ 50.0/ 60.0 second audio	Rich Media (Audio)	Stereo PCM 44.1kHz, 16 bit WAV preferred MP3 accepted at bit rate of >128 kbit per second	11MB	No
	300x250 Companion Banner	Static Banner	Gif, JPG, JPEG or PNG	50KB	No
CAN	10.0/15.0/ 30.0/ 60.0 second audio	Rich Media (Audio)	Stereo PCM 44.1kHz, 16 bit WAV preferred MP3, AAC accepted at bit rate of >196 kbit per second	20MB	No
	300x250 Companion Banner	Static Banner	Gif, JPG, JPEG or PNG	1MB	No

DURATION

Please note:

- Creatives must be edited exactly to the required length
- 50.0 and 60.0 sec placements may have limited availability

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LOUDNESS, SILENCES AND DYNAMIC RANGE

- Audio loudness should be -15 LUFS +/-1 LU measured using EBU R128
- If not using LUFS or LKFS, loudness should target a Total RMS value between -16 to -14 dBfs
- True-peak value should not exceed -3 dBTP
- **Please note** - Content will fail if the maximum true peak exceeds -1dBTP
- LRA (loudness range) should not exceed 10 LU
- No silences at the start of the creative file
- Any period of silence during the creative file, including at the end, should be no longer than 0.5 secs
- Audio must be free of spurious signals such as clicks, noise, hum and any analogue distortion or artefacts as a result of noise reduction or low-bit-rate coding systems
- Stereo audio must be free from phase differences, which cause audible cancellation in mono



COMPANION BANNERS

Some audio players support companion banners, however available inventory may be limited and so this should be confirmed at time of booking.

Click through URL is supported for companion banners

3RD PARTY TRACKING TAGS

Acceptable Tags	Unacceptable Tags
utm	iFrame
Google Campaign Manager (DoubleClick)	JavaScript
HTML image	

Please enquire if you would like to use a means of 3rd Party tracking not listed here.

DAX DIGITAL AUDIO ADS - UK ONLY

CREATIVE REVIEW & CLEARANCE

All creatives, including programmatic and dynamic sources, will be reviewed to ensure they meet all relevant industry regulations and guidelines. All creatives, including programmatic and dynamic sources, will be reviewed to ensure they meet all relevant industry regulations and guidelines.

As a digital advertising publisher, all advertising published through DAX must meet the standards of the ASA Non-Broadcast Advertising Code (CAP Code): <https://www.asa.org.uk/codes-and-rulings/advertising-codes/non-broadcast-code.html>

DAX and Global operate content policies and guidelines regarding advertising, please refer to the following link for further details:

DAX reserves the right to ask the creative provider to refer a creative to the Radiocentre for further advice and / or to reject a creative on the grounds of creative quality or content.

ALL DAX AD SPEC DETAILS ARE REVIEWED REGULARLY AND SO ARE SUBJECT TO CHANGE

Please contact us for any questions



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US - DAX-US.AdOps@global.com



CAN - DaxCanadaOperations@global.com