

Required Specs

SPOTIFY ADVERTISING PACKAGE

Before we kick off your campaign you will need to supply the assets listed below. Once you confirm and process payment for your campaign, we will send you a link to a folder where you can upload the files.

Reach active listeners on any device, in any environment, during all moments of the day. Audio ads are served between songs on the free tier of Spotify while there are no distractions, and the listener is focused on what you have to say. Use Spotify ads to link users to your latest song, album or playlist without them needing to leave the platform.

Note: You'll need to supply audio AND images for this campaign.

Audio asset requirements

Length	Minimum 15 seconds, max 30 seconds
File Type	WAV or Mp3
Content	Audio with voice over
Messaging	State your artist name, say what you are wanting them to listen to, throw in a 'listen now on Spotify' or 'only on Spotify'

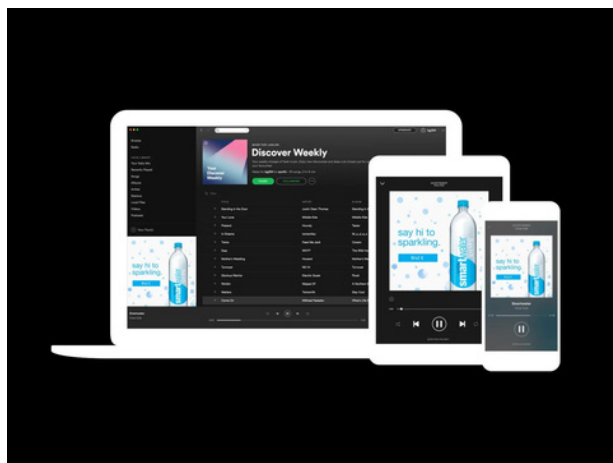
Tips

- The best performing ads are voiced by the artist themselves.
- It's always best to include a quick few seconds of the hook to your song in between speaking.

[Click to Hear Audio Example](#)

Image asset requirements

Dimensions	Square. Minimum 640x640 pixels
File Type	JPG or PNG
Max File Size	200 KB
Content	Your release or playlist artwork or artist image AND Click through URL (Spotify link)



Tips

- Keep it simple. It's a visual accompaniment ad to the audio component of your ad and will show at the same time as your audio is playing.

More info? Email marketing@distrosupport.freshdesk.com | [Or visit Spotify](#)
Need to make a design? We recommend [canva.com](https://www.canva.com)