



DAX INTERNATIONAL DIGITAL AUDIO AD SPECS 2024



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Site	Placement	Ad Format/Type	File Type	Max File Size	Animation Allowed
US	15.0/30.0/60.0 Second Audio	Rich Media (Audio)	Stereo PCM 44. 1kHz 16 bit WAV Preferred MP3 accepted at a 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 a bit rate of > 128 kbit per second	11MB	No
	300x250 Companion Banner	Static Banner	Gif, JPG, JPEG or PNG	50KB	No
	Gaming Audio 10.0/20.0/30.0/40.0/50.0/60.0 Seconds	Rich Media (Audio)	MP3, WAV, MP4, M4	11MB	n/a
	Gaming 400x400 Companion Banner (optional)	Static Banner	JPG, PNG, GIF	50KB	No



LOUDNESS, SILENCE 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

THIRD 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.

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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.



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**All DAX Specs are reviewed regularly and so
are subject to change**

Please contact us for any questions;



Contact at;

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Contact at;

DAX-US.AdOps@global.com

Hear it. See it. Feel it.

