Streaming Audio

⭐ **Non-Skippable**

Target a streaming audience listening to audio content in a relevant location.

Optimization: Campaigns are optimized for **Completion Rates.**

Campaigns are based on a CPM (Cost per Thousand Impressions) model.

NON-SKIPPABLE

Non-skippable ads are played in brand-safe environments.

BROADEN YOUR REACH

Streaming Audio goes beyond traditional radio, reaching an audience engaged in other activities where visual media cannot reach them.

TARGETING

Geography: Ads are served to a custom geography with zip code level targeting.

Website Retargeting: Ads are served to users who visited the advertiser's website. (A tracking tag/pixel is required to be placed on the advertiser's website.)

Placement Examples:

iHeartRadio	RadioAlice	FoxNews Radio
Spotify	Sonos.Radio	Local AM/FM stations
Radio.com (Audacy.com)	CBSLocal.com	

Creative

Length: :15 or :30s | **Suggested Bitrate:** 160kbps or less | **File format:** .MP3, .MP4A., WAV., OGG | **Note:** The cost is the same for :15 or :30 second ads.

Devices: Desktop, Tablet, Mobile