Audio Ad Guidelines

Understand your audience

Research shows a personalized message is more engaging across mediums.

Consider the context

Understand platform specs and which ones support companions. Consider how people listen to content on different platforms.

Keep it brief and memorable

Shorter clips have higher recall. Keep it short and include a clear call-to-action. Repeat the brand name 2-3 times during the ad.

Be thoughtful with sound

Balance the mixing between voiceover, music, and other sound effects. Use storytelling techniques for engagement and recall.
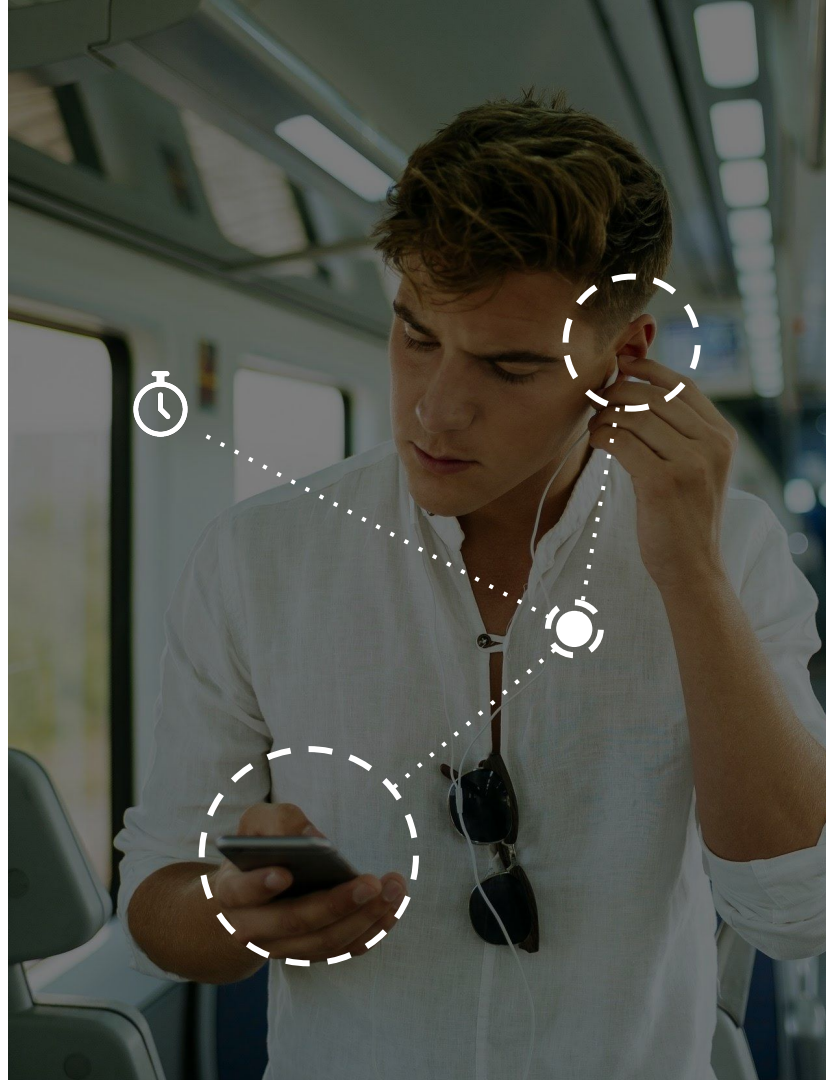
Best Practices for Audio Ads

AUDIO AD

Use consistent tone & tempo

For 30s ads, aim for 55-75 words and for 15s ads, aim for 40.

Be conversational

A friendly tone transitions listeners between entertainment content and ads.

Include a CTA

Give listeners a chance to engage. A direct call to action drives higher clickthrough rates.

Tell a story

Transport the listener through the use of subtle effects and environmental sounds that create imagery in the mind.

Create multiple versions

Develop a variety of audio ads tailored to unique audience preferences.

COMPANIONS

The power of imagery

A visual companion is the strongest connection back to the brand.

Tie back to the brand

Incorporate logo, CTA, and consider elements that reference the audio ad.

Audio Ad Specs

AUDIO FILE

File type: MP3

Max file size: 1 GB

Landing page URL: Required

Recommended Length: 15 or 30 seconds

COMPANION ASSET

Dimensions: Varies by publisher

File type: JPEG, PNG, ZIP

Max file size: 250 GB

Google

Crafting With Sound

Do

- Use simple background music that sets an emotional tone and doesn't compete with the voiceover.

- Ensure mixing of sound elements is balanced.

- Incorporate music *only* if it complements the message.

- Consider using music similar to your audience's preferences.

- Incorporate audio elements and storytelling techniques that transport the listener through sound.

Don't

- Incorporate jarring sounds effects (alarms, air horns) or cheesy jingles which could annoy listeners.

- Use multiple voices, which can confuse listeners.

- Be intrusive, consider audio goes directly into a listener's ears.

- Try to explain every benefit your product or service provides — stick to what's most relevant for the audience.

Google