Audio Specifications

What you need to produce and submit audio creative for Globe podcasts.

Ad types and lengths

PLACEMENT	WHERE IT PLAYS	LENGTH
Pre-roll	Within the first few minutes of the episode	15–20 seconds
Mid-roll	Around the midpoint of the episode	25–40 seconds
End-roll	At the end of the episode	60 seconds max

- All spots are pre-produced audio. We don't run host-read ads.
- You can supply a separate spot for each placement, or rotate one mid-roll spot into the end-roll position.
- Custom end-rolls of up to two minutes are produced by The Globe, so no creative is needed from you. Your Globe representative will confirm timing.

Audio file specifications

SPECIFICATION	REQUIREMENT
File format	MP3 or WAV preferred. WMA, AAC and OGG also accepted.
Bit rate	128 kbps minimum (192 kbps recommended)
Sample rate	44.1 kHz or 48 kHz
Channels	Mono or stereo (stereo preferred)
Loudness	Average −16 LUFS, true peak −1 dBTP
Silence	About a quarter-second at the start and end of each file
Files	One finished, mixed and mastered file per spot
Tracking	Impression tracking accepted

When creative is due

- **At least five business days** before launch. Allow seven to ten to leave room for revisions.
- We check every file against these specs before it goes live.
- **Approved creative can't be edited**, so send final, signed-off audio.

Refreshing creative

- Replace approved creative **up to three times per campaign**.
- Send each replacement at least **five business days** before it should go live.
- Finished files only. We don't edit audio that's already running.

Sending your creative

- Name each file by advertiser, placement and length, for example `AdvertiserName_Preroll_20s.mp3`.
- In your email, include the campaign name, flight dates and any rotation instructions.
- For a refresh, say which file the new creative replaces and the date it should go live.

Send creative to your Globe representative, copying traffic@globeandmail.com unless directed otherwise.

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