

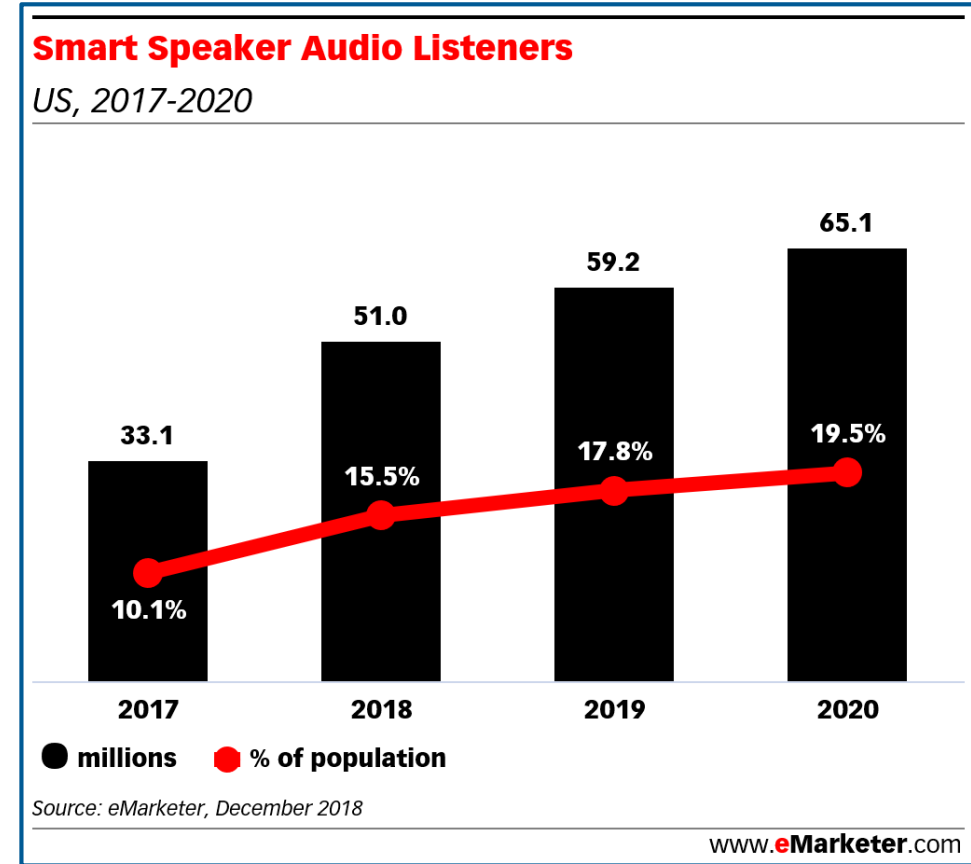
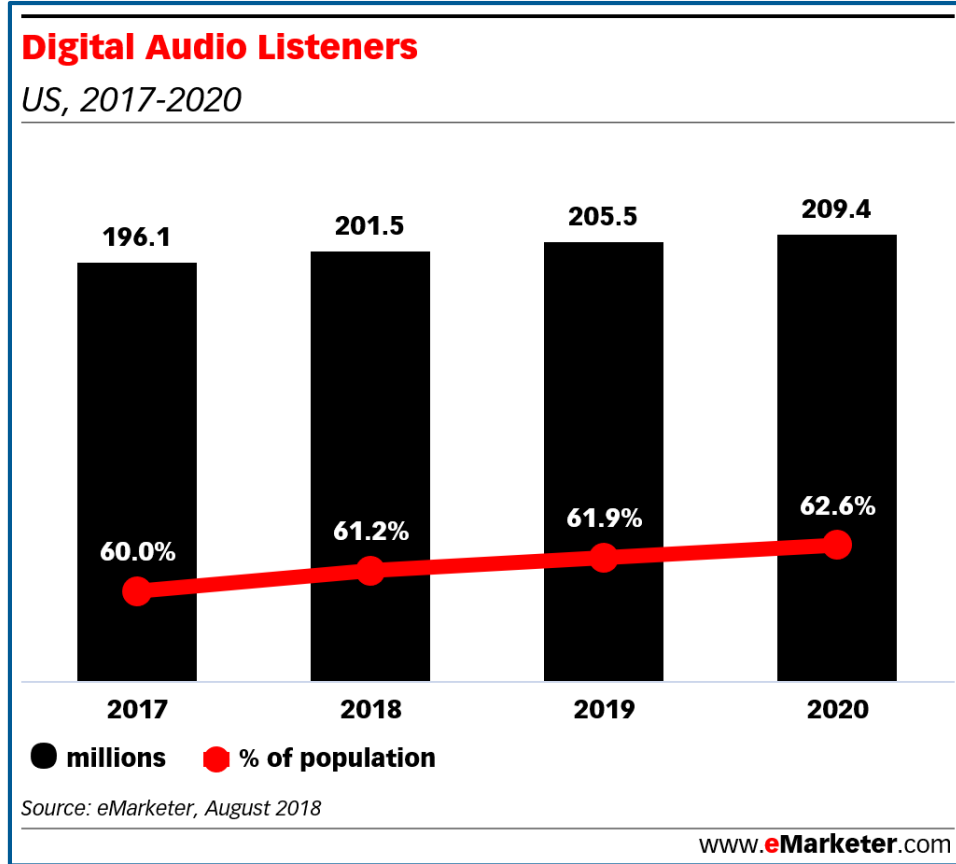
Amazon audio ads – *Beta*

Opportunity to test a new audio ad product that will run within exclusive Amazon audio inventory on Alexa.

The goal of the beta is to test and better understand customer response to a new audio advertising experience.



Digital audio listening continues to increase, particularly on smart speaker devices



Amazon audio ads - *Beta* details



Exclusive Amazon audio inventory on Alexa



1MM+ guaranteed audio impressions (untargeted)



Reporting on impressions and audio completion rate



Audio impressions on Alexa-enabled devices with a screen are accompanied by a companion image (non-clickable)



The beta is free to a limited # of strategic advertisers

Amazon audio ad specs

Up to 6 audio ad creatives per beta partner (2+ creatives preferred)

AUDIO SPECS

Length: 15 or 30 seconds (30 seconds preferred)

File types: WAV, MP3, OGG

Max file size: 1MB

Volume: at least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS

COMPANION IMAGE SPECS

Dimensions: 500 x 500 px

Non-clickable

File types: JPG, PNG-8

Max file size: 200 kb

Amazon Advertising design team can help design your companion image upon request and delivery of high res assets (logo, image, font, etc.)

CREATIVE REQUIREMENTS

Ads must be appropriate for all ages

Audio ads often play in public or group settings. Ads should be appropriate for a general audience. Do not include content that is violent, threatening, suggestive, or provocative. More details on unacceptable content can be found in Amazon Advertising's Creative Acceptance Policy ([link](#)).

Ads cannot represent themselves as from Amazon without approval

Ads should match the branding of the advertiser and not use Amazon branding elements unless expressly approved by Amazon. Ads do not use Alexa's voice or a similar voice, refer to Alexa, or imitate Alexa interactions.

Intelligible copy throughout the ad

All copy within ads (including legal disclosures) must be clearly intelligible to the listener.

Audio as primary

For compatibility with smart speakers, ads must not include audio references to click-through actions, or buttons within the companion image.