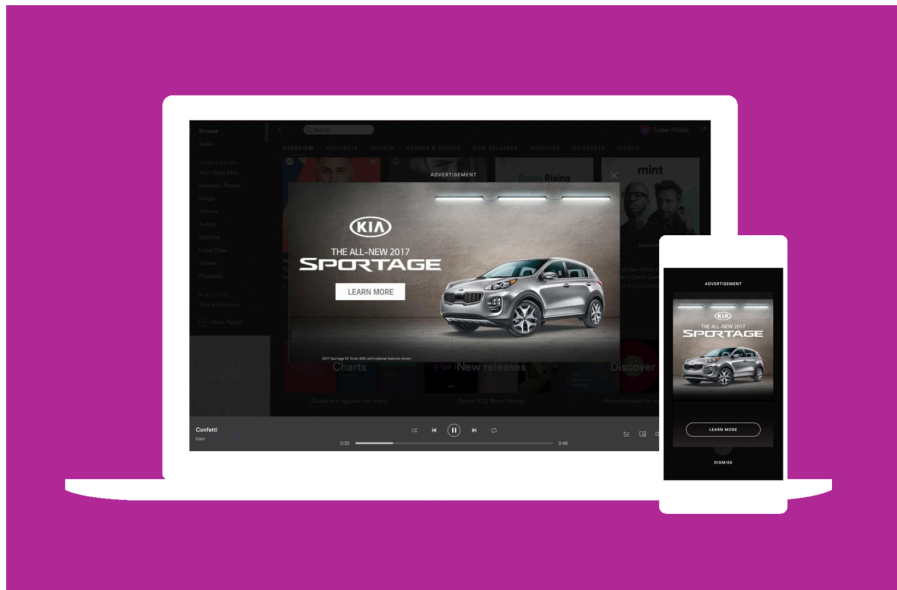


Overlay



Details

Reach your audience with ads designed for viewability. Overlay is delivered when the user returns to the Spotify app, ensuring maximum brand impact. The immersive display unit is clickable and drives traffic to your brand's URL destination.

Overlay on desktop will persist in full-screen mode until (1) the user engages with the ad, (2) the user clicks the X or somewhere within the Spotify app, or (3) more than 30 seconds pass.

Overlay on mobile persists on screen until the user engages with the ad or swipes the ad away. On mobile devices, select one of thirteen custom call-to-action buttons to increase engagement.

Platforms

Mobile, desktop.

Primary Image Asset

Image Dimensions	800×435
File Type	JPG Primary Image Asset does not support GIF files.
Max File Size	100 KB
3rd Party Tags	Click command and 1×1 tracking pixel only All third-party tags and tracking URLs need to be in https format.

Leaderboard Companion Unit

Image Dimensions	728×90
File Type	JPG, GIF
Max File Size	100 KB
Animation	Unlimited
3rd Party Tracking	Click command and 1×1 pixel All third-party tags and tracking URLs need to be in https format.

Overlay (Mobile)

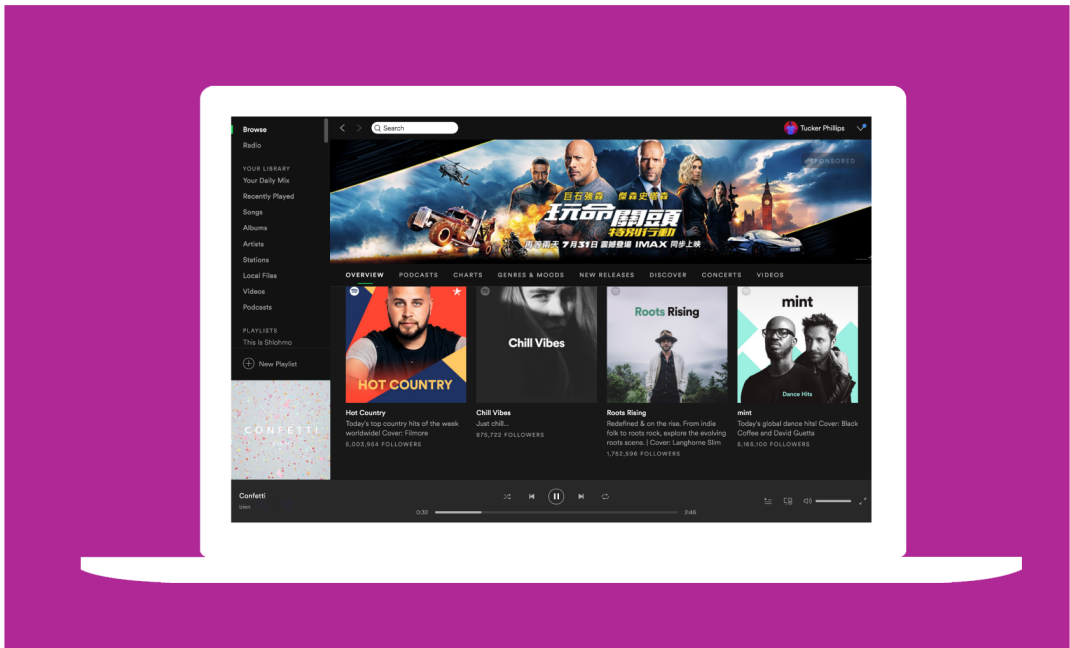
Product Template	Mobile Overlay PSD template
Image Dimensions	630×920
File Type	JPG
3rd Party Tags	Click command and 1×1 tracking pixel only. All third-party tags and tracking URLs need to be in https format.
File Size	100 KB
Call-to-action text	<p>Do not build the call to action in the creative.</p> <p>Please reference the .PSD template to ensure that proper spacing is left for the native call-to-action button.</p> <p>Choose one of the following text options to use inside the native call-to-action button:</p> <ul style="list-style-type: none">• MORE INFO• GET INFO• VISIT SITE• BUY TICKETS• GET COUPON• SHARE• VISIT PROFILE• LEARN MORE• FIND STORES• DOWNLOAD• BUY NOW• SHOP NOW• LISTEN NOW
Clickthrough URL	Must be provided, but should not lead to any media that auto-plays audio. URLs should direct to https destinations only.

Be sure to share any requests for measurement with your Spotify representative in advance of delivering campaign assets. Your Spotify representative can confirm whether your desired measurement products and/or tracking pixels are supported under our data policy, and can direct you to our officially supported products as needed.

We request all creative assets at least 5 working days prior to the start of a campaign, except in extenuating circumstances.

We follow Better Ads Standards for desktop and mobile web ad experiences, as developed by the Coalition for Better Ads.

Homepage Takeover



Details

Deliver a high impact experience by showcasing your brand message on the front of Spotify's Home page for 24 hours. Homepage Takeover is clickable and supports rich media, enabling brands to include interactive elements to further capture attention.

Platforms

Desktop only.

Specs

[Homepage Takeover PSD Template](#)

Component 1: Background Image Asset

Image Dimensions	1200×270
File Type	JPG
Max File Size	1MB
3rd Party Tracking	Click Command and 1×1 pixel only. All third-party tags and tracking URLs need to be in https format.
Animation	Not supported. All animations must be inside the Interactive Area.
Additional Requirements	Must be Spotify hosted. Background Image Asset is mandatory for all campaigns.

Component 2: Interactive Area

Image Dimensions	800×235
3rd Party Tracking	JavaScript or iFrame Tags All third-party tags and tracking URLs need to be in https format.
Animation	File Type: HTML5 Notes: Flash is not supported by Spotify applications.
Video	File Type: .webm or .ogv format Notes: Video will silently autoplay. HTML5 players are required for any video and meet these criteria: Max File Size: 25MB Max Video Weight: 20MB
Audio	File Type: .ogg format Notes: Video will silently autoplay; must include Play, Stop, and Volume controls so user can initiate sound by clicking. Volume: RMS normalized to -14 dBFS. Peak normalized to -0.2 dBFS.
Clickthrough URL	Must open in new browser. URLs should direct to https destinations only.
Additional Requirements	<ul style="list-style-type: none">• Must be 3rd Party hosted• Interactive Area floats on the background and must fit within the 1200×270 background image.• Please keep key branding elements inside the interactive area, as the background image may not display for users with smaller screens.• Do not brand in top right corner as this area will be covered by a “Sponsored” button.• Any creative with an Interactive Area (e.g. rich media) must provide a fallback image.• Animation or videos cannot exceed 40% of a user's CPU. Common causes of high CPU use are continued animation & heavy animation sequences.• We advise to use a YouTube embed for any Homepage Takeover that is using video creative and being served by DoubleClick.• Maximum recommended animation/video length is 30 seconds.• Any creative with audio or video must also include Play, Stop and Volume controls; audio must be turned off by default.• No hover effects allowed.

Performance Guidelines

We want you to get the most out of your advertising budget. With that in mind, we ask that you adhere to a few simple performance guidelines when creating your content.

- Don't animate inefficient CSS properties. As a rule of thumb, only animate hardware-accelerated properties: transform, scale, rotation and opacity. Anything else, such as box-shadow, will usually perform much less efficiently when animated, causing high CPU load and low FPS.
- Avoid jQuery animations wherever possible. Functionality such as `fadeIn()` and `fadeOut()` is more efficiently implemented as an opacity animation, for example.
- Test your performance. As a bare minimum, take a look at your Activity Monitor app and check the CPU usage of your Chrome process while running your ad. Ideally, fire up the Chrome DevTools and look for paint bottlenecks as well.

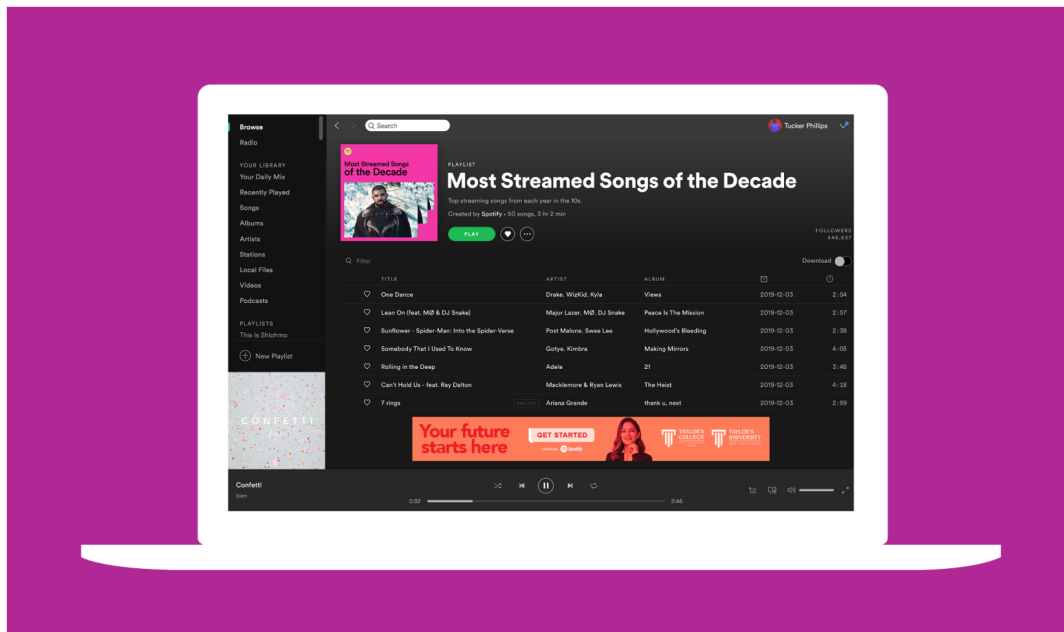
Spotify reserves the right to remove any ad found to be degrading our application's performance without warning.

Be sure to share any requests for measurement with your Spotify representative in advance of delivering campaign assets. Your Spotify representative can confirm whether your desired measurement products and/or tracking pixels are supported under our data policy, and can direct you to our officially supported products as needed.

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Leaderboard



Details

Extend your campaign reach in a brand safe environment – your message will be the only message shown for 30 seconds. Leaderboard display units are clickable and only served when Spotify is the top app on the screen.

Platforms

Desktop and web app.

If Spotify Hosted

Image Dimensions	728×90
Requirements	Ads cannot play audio or video of any kind, even upon click.
File Type	JPG, GIF
Animation	Max animation should be 15 seconds.
3rd Party Tracking	Click command and 1×1 pixel All third-party tags and tracking URLs need to be in https format.
File Size	100KB

If 3rd Party Hosted

Image Dimensions	728×90
Requirements	<ul style="list-style-type: none">• Must be 3rd party hosted if using rich media.• Backup Image required for all rich media.• Ads cannot play audio or video of any kind, even upon click.
Animation	Flash not supported by Spotify applications; HTML5 required
3rd Party Tracking	JavaScript or iFrame Tags All third-party tags and tracking URLs need to be in https format.
Clickthrough URL	Must open in new browser. URLs should direct to https destinations only.

Be sure to share any requests for measurement with your Spotify representative in advance of delivering campaign assets. Your Spotify representative can confirm whether your desired measurement products and/or tracking pixels are supported under our data policy, and can direct you to our officially supported products as needed.

We request all creative assets at least 5 working days prior to the start of a campaign, except in extenuating circumstances.

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