

Audio Ads

SpringServe now serves audio ads! The same easy to use and intuitive video ad serving platform now supports mp3 and m4a audio ad formats. It is important to note that there is no IVT validation support for audio ad serving.

To setup your audio supply tag select Audio as your format and then add your audio demand.

Format:

Video	Audio
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Audio demand could be a tag or a creative asset, a URL or a file in mp3 or m4a format. There is no option for header bidding in audio ads.

Basic Info

Format:

Video	Audio
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*** Demand Class:**

Tag	Header Bidding	Creative Asset
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Audio Settings

MP3 Audio File:

File	URL	Existing	
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Advanced



Keep checking back to see what new Audio ad serving features we develop.