

Spotify Specs

Standard formats only

Contact Spotify@Digitize.ie for
Sponsorship specs



Audio Everywhere

Audio File

Length: Max 40 Seconds

Format: WAV/MP3

Notes: Max File Size of 1 MB

Companion Banner

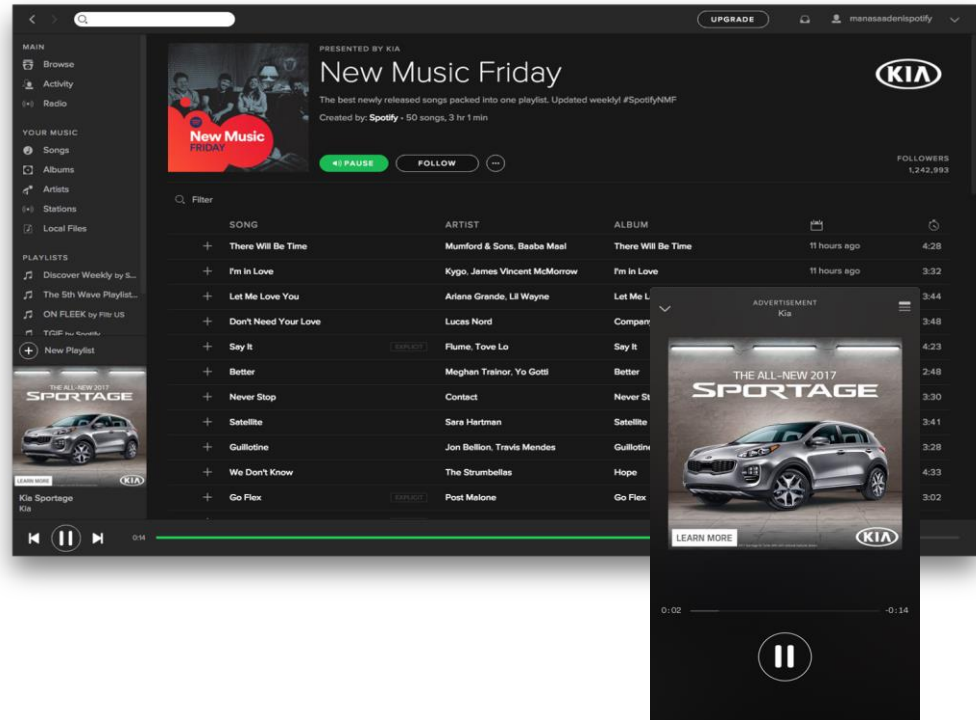
Size: 640x640

Format: JPEG

Notes: File Size of 200K

Tracking Options

1x1 click and impression trackers only



Audio Specs:

<https://www.spotify.com/us/brands/formats/audio/>

Sponsored Sessions or Video Takeover

Video File

Length: Max 30 Seconds

Format: MOV/MP4

Aspect: 16:9

Notes: Max File Size of 500 MB

Companion Banner

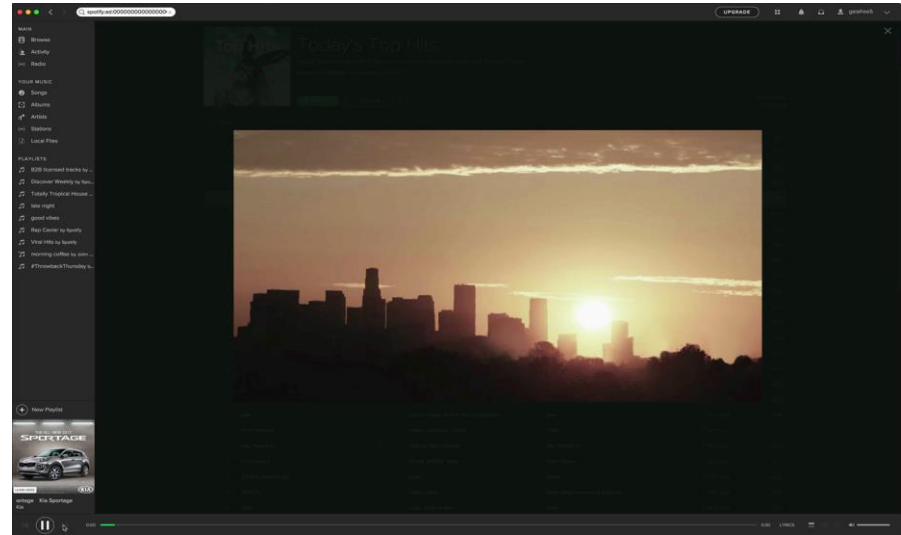
Size: 640x640

Format: JPEG

Notes: File Size of 1MB

Tracking Options

1x1 click and impression trackers only



Video Takeover Specs:

<https://www.spotify.com/us/brands/formats/video-takeover/>

Overlay Everywhere

Desktop Overlay

Size: 800x435

Format: Static JPEG

Notes: File Size of 100K

Resolve Banner: 728x90 JPG

Mobile Overlay

Size: 630x920

Format: JPG

Notes: File Size of 100K

CTA Button: Do Not Build CTA in Creative

Tracking Options

1x1 click and impression trackers only

Overlay Specs:

<https://www.spotify.com/us/brands/formats/overlay/>



Homepage Takeover

Main Image / complete HPTO

Size: 1200x350

Format: JPEG

Tracking: 1x1 click and impression tracker

Optional 3rd Party Hosted Animation

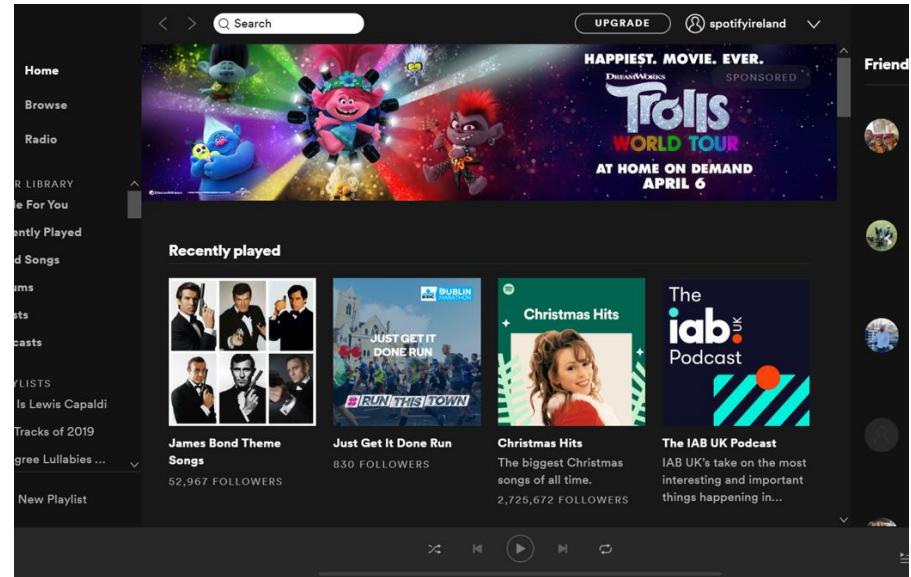
Image Dimensions: 800x235

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



Homepage Takeover Specs:

<https://www.spotify.com/us/brands/formats/homepage-takeover/>

Leaderboard

Leaderboard

Size: 728x90

Format: JPEG or GIF

Note: No audio or video of any kind

Tracking Options

1x1 click and impression trackers

3rd Party Hosted

JavaScript or iFrame Tags

All third-party tags and tracking URLs need to be in https format.

Flash not supported

Leaderboard Specs:

<https://www.spotify.com/us/brands/formats/display/>

