



**Technical specification  
of ad formats for  
POLSAT MEDIA AUDIO**

Updated 16.02.2024

## **I. Digital Audio**

### **Required materials**

- Format: mp3
- Duration time: 15s/30s
- Weight: do 1 MB
- Audio (bitrate): 125 – 256 kbps
- Frequency: 44,1 kHz
- Integrated loudness: -23LUFS

## **II. Digital Audio Premium**

### **Required materials**

- Format: mp3
- Duration time: 15s/30s
- Weight: do 1 MB
- Audio (bitrate): 125 – 256 kbps
- Frequency: 44,1 kHz
- Integrated loudness: -23LUFS

### **Required materials for Audio banner**

- 640x640 px
- Format: jpg
- Weight: up to 100 kb

### **Required materials for Leaderboard:**

- 728x90 px
- Format: jpg
- Weight: up to 100 kb