



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

Updated 12.10.2023

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

Required materials for Audio banner

Required materials include two entities Eurozet and RMF:

- 16:9
- Minimal resolution is: 1024x576 px
- Format: jpg lub png
- Weight: up to 200 kb

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