



Advertising on Spotify

What is Spotify Ad Studio?

Spotify Ad Studio is a new advertising platform that makes it easy for anyone to directly create and manage Spotify audio ad campaigns.

How can hotels use Spotify ads?

The 3 best ways to use Spotify:

1. If a concert is announced in your city, you can target fans of the band's music
2. If you have a Spa, you could target people interested in the 'Relaxation' genre
3. If you sell Christmas vouchers, you could target people who listen to Christmas music

What type of ads can I create?

You can create audio ads that are 30 seconds or less. These ads are served to non-premium users during ad breaks between songs

Creating Ads

To create an ad you must have an audio file containing the promoted content as well as an accompanying image. The specs are:

Audio file:

- **Length:** 30 seconds or less
- **File types:** WAV, MP3, OGG
- **Max file size:** 1MB
- **Audio:** WAV - 16-bit 44.1 kHz MP3, at least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS

Image file:

- **Dimensions:** 640 x 640 pixels
- **File type:** JPEG or PNG
- **Max file size:** 200KB

Targeting Options

Location

- United States: Target by country, state or DMA (A Designated Market Area region is a group of cities that form a broader metropolitan area. For example, the Los Angeles DMA includes the city of Los Angeles as well as the cities and counties that surround it)
- United Kingdom: Target by country or city
- Canada: Target by country or city
- Australia: Target by country, state, or city

Genre

- E.g. *'Christmas'* or *'Seasonal'* for promoting Christmas vouchers
- E.g. *'Meditation'*, *'Chillout'* *'Relaxing'* etc. for promoting Spa
- E.g. *'Dinner'*, *'Dining'* etc. for promoting a Restaurant

Playlists

- Similar to Genre, the 'Playlist' targeting option allows you to target people who are listening to music tailored to specific activities and moods

Fans

- This option targets 'Fans' of specific artists. If your customer hotel is located near a potential concert venue, you could target the acts that are playing there e.g. *"Looking for a room after the U2 concert? The X hotel has some amazing rates"*

Age & Gender

- This may be useful if you are trying to push offers such as *"Girly Getaways"*

Select a start/end date

This is important especially if you're doing a seasonal offer e.g. Christmas vouchers

Insights

Make sure to add UTM tracking so that we can see the traffic on google analytics. Spotify itself has a lot of good insights into listener engagement.

[CLICK HERE TO GET STARTED](#)

Below is an example of how your ad could look and sound



To listen to the audio Ad [Click Here](#)