

# Podcast

Technical specifications

# Technical specifications – sponsoring

## Daily podcast

### Content

- **Preroll:** made by client. We do not allow branding for a preroll. (Preroll should mention: "This podcast was made possible with the valued support of XXX" or similar)
- **Postroll:** made by client

### Length

- **Preroll:** 10 seconds
- **Postroll:** 30 seconds

### Specifications

- MP3, WAV, WMA, or OGG format
- At least 128 kbps bit rate / 44100 Hz sample rate (max 320 kbps)
- Trimmed of slate/silence
- Tracking: 1x1 pixel only
- Codec: not pcm
- Preroll: max. 10 seconds - no sonic branding or background noise

### Delivery material

- 10 working days prior to broadcast
- Please send your material to [advops@mediafin.be](mailto:advops@mediafin.be)
- If desired, different variants are possible (frequency and alternation to be agreed upon in advance)

## Weekly podcast

### Content

- **Preroll:** made by client. We do not allow branding for a preroll. (Preroll should mention: "This podcast was made possible with the valued support of XXX" or similar)
- **Midroll:** made by client
- **Postroll:** made by client

### Length

- **Preroll:** 10 seconds
- **Midroll:** 30 seconds
- **Postroll:** 30 seconds

### Specifications

- MP3, WAV, WMA, or OGG format
- At least 128 kbps bit rate / 44100 Hz sample rate (max 320 kbps)
- Trimmed of slate/silence
- Tracking: 1x1 pixel only
- Codec: not pcm
- Preroll (max. 10 sec), midroll (max. 30 sec), postroll (max. 30 sec) - no sonic branding or background noise

### Delivery material

- 10 working days prior to broadcast
- Please send your material to [advops@mediafin.be](mailto:advops@mediafin.be)
- If desired, different variants are possible (frequency and alternation to be agreed upon in advance)

## Series podcast

### Content

- **Preroll:** made by client. We do not allow branding for a preroll. (Preroll should mention: "This podcast was made possible with the valued support of XXX" or similar)
- **Midroll:** made by client
- **Postroll:** made by client

### Length

- **Preroll:** 10 seconds
- **Midroll:** 30 seconds
- **Postroll:** 30 seconds

### Specifications

- MP3, WAV, WMA, or OGG format
- At least 128 kbps bit rate / 44100 Hz sample rate (max 320 kbps)
- Trimmed of slate/silence
- Tracking: 1x1 pixel only
- Codec: not pcm
- Preroll (max. 10 sec), midroll (max. 30 sec), postroll (max. 30 sec) - no sonic branding or background noise

### Delivery material

- 10 working days prior to broadcast
- Please send your material to [advops@mediafin.be](mailto:advops@mediafin.be)
- If desired, different variants are possible (frequency and alternation to be agreed upon in advance)

# Technical specifications – sponsoring + native plug-in

## Daily podcast

### Content

- **Preroll:** made by client. We do not allow branding for a preroll. (Preroll should mention: "This podcast was made possible with the valued support of XXX" or similar)
- **Native plug-in:** made in collaboration with Content Republic

### Length

- **Preroll:** 10 seconds
- **Native plug-in:** 3 minutes

### Specifications

- MP3, WAV, WMA, or OGG format
- At least 128 kbps bit rate / 44100 Hz sample rate
- Trimmed of slate/silence
- Tracking: 1x1 pixel only

### Delivery material

Not applicable as all material is made by Mediafin / Content Republic

## Weekly podcast

### Content

- **Preroll:** made by client. We do not allow branding for a preroll. (Preroll should mention: "This podcast was made possible with the valued support of XXX" or similar)
- **Midroll:** made by client
- **Native plug-in:** made in collaboration with Content Republic

### Length

- **Preroll:** 10 seconds
- **Midroll:** 30 seconds
- **Native plug-in:** 3 minutes

### Specifications

- MP3, WAV, WMA, or OGG format
- At least 128 kbps bit rate / 44100 Hz sample rate
- Trimmed of slate/silence
- Tracking: 1x1 pixel only

### Delivery material

- 10 working days prior to broadcast
- Please send your material to [advops@mediafin.be](mailto:advops@mediafin.be)
- If desired, different variants are possible (frequency and alternation to be agreed upon in advance)

## Series podcast

### Content

- **Preroll:** made by client. We do not allow branding for a preroll. (Preroll should mention: "This podcast was made possible with the valued support of XXX" or similar)
- **Native plug-in:** made in collaboration with Content Republic

### Length

- **Preroll:** 10 seconds
- **Midroll:** 30 seconds
- **Native plug-in:** 3 minutes

### Specifications

- MP3, WAV, WMA, or OGG format
- At least 128 kbps bit rate / 44100 Hz sample rate
- Trimmed of slate/silence
- Tracking: 1x1 pixel only

### Delivery material

- 10 working days prior to broadcast
- Please send your material to [advops@mediafin.be](mailto:advops@mediafin.be)
- If desired, different variants are possible (frequency and alternation to be agreed upon in advance)

# Technical specifications – activation campaign\*

## Content

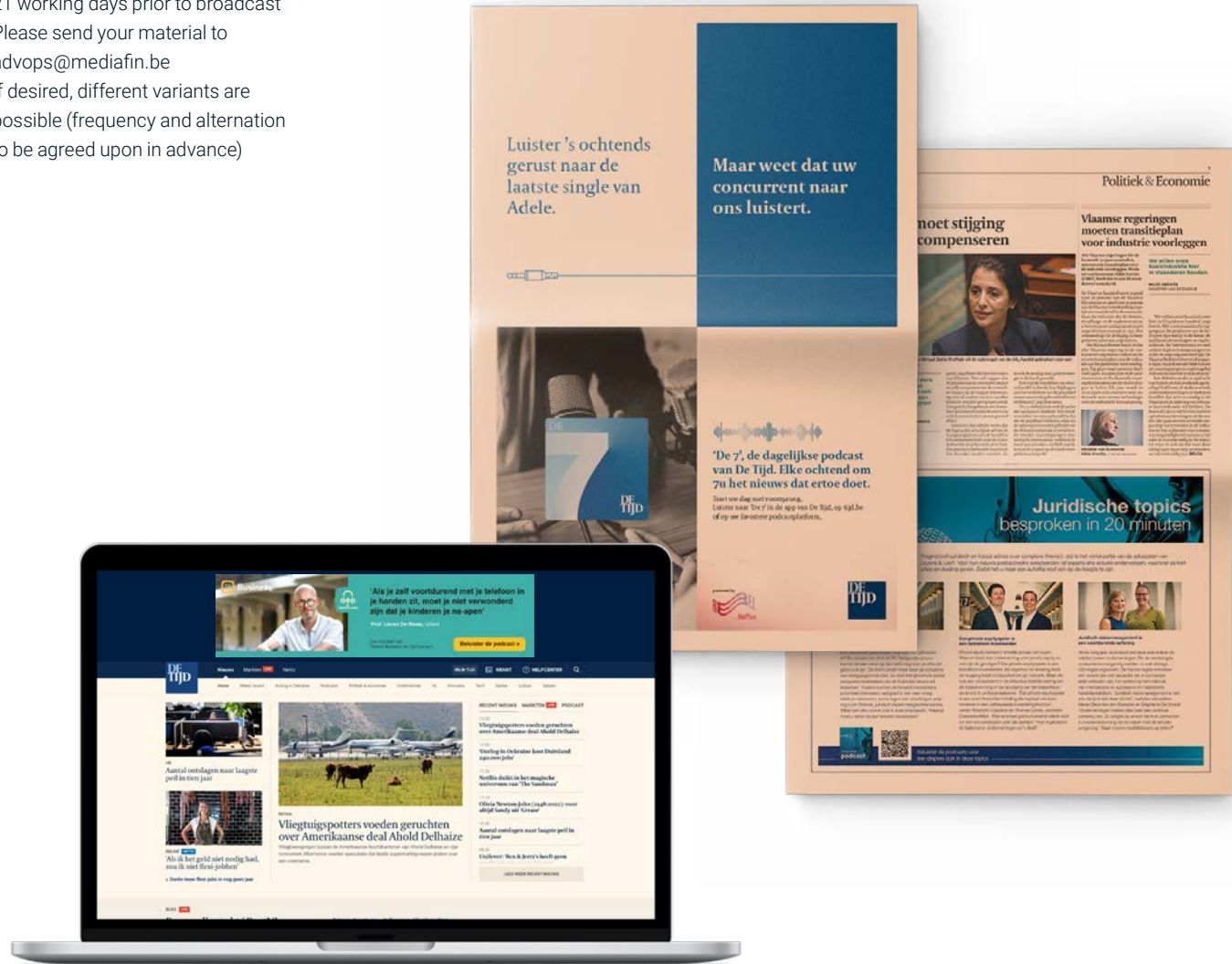
- Made by Mediafin in line with the branding of the podcast
- **Logo:** your logo will be added to all communications related to the activation campaign

## Specifications

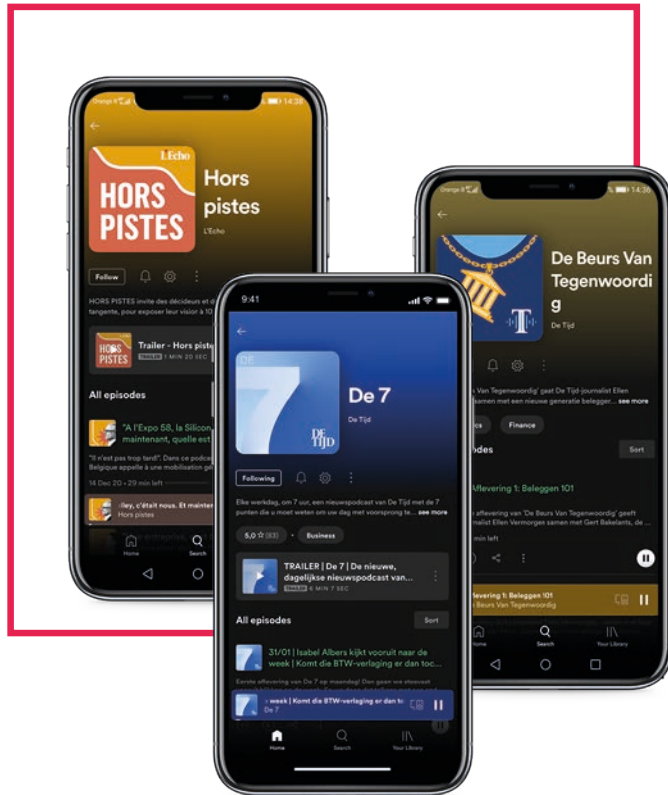
- Colour: CMYK, black & white and negative
- File: eps and jpg

## Delivery material

- 21 working days prior to broadcast
- Please send your material to [advops@mediafin.be](mailto:advops@mediafin.be)
- If desired, different variants are possible (frequency and alternation to be agreed upon in advance)



\*Exclusively for packages that include a marketing campaign



**Get in contact**  
**Advops**  
[advops@mediafin.be](mailto:advops@mediafin.be)