

# ROVA - DIGITAL AUDIO - SHAKE ME

Engage your mobile audience through interactive formats. This interactive format has been designed to take advantage of the increasing number of mobile listeners. With no disruption to their listening experience, interactive campaigns allow users to engage with the creative and shake their phone or smartwatch to trigger an immediate action.

**NOTES**

- Audio must have a strong CTA and clearly instruct the listener as to what they need to do.

Ad Unit	Duration	Formats	Third Party Serving	Max File Size	Bit Rates	Other	Lead Time (Working Days)
SHAKE ME Open URL	15 - 30 Seconds	.mp3, .aac, .ogg or .wav	No	100mb	Min: 8 kbps Max: 320 kbps	Click through URL (URL cannot contain multiple redirects, UTM's not accepted)	3 days
SHAKE ME Place Call	15 - 30 Seconds	.mp3, .aac, .ogg or .wav	No	100mb	Min: 8 kbps Max: 320 kbps	Phone Number	3 days

