

Audio clip lengths (typical)

Use	Typical length	Notes
Ringtone	20–30 s	Loops while ringing
Notification sound	1–3 s	Short and distinct
Social audio clip	30–60 s	Self-contained moment
Podcast trailer	60–90 s	Best moments of the season
Voicemail greeting	10–20 s	Clear and short

Check each platform’s current limits.