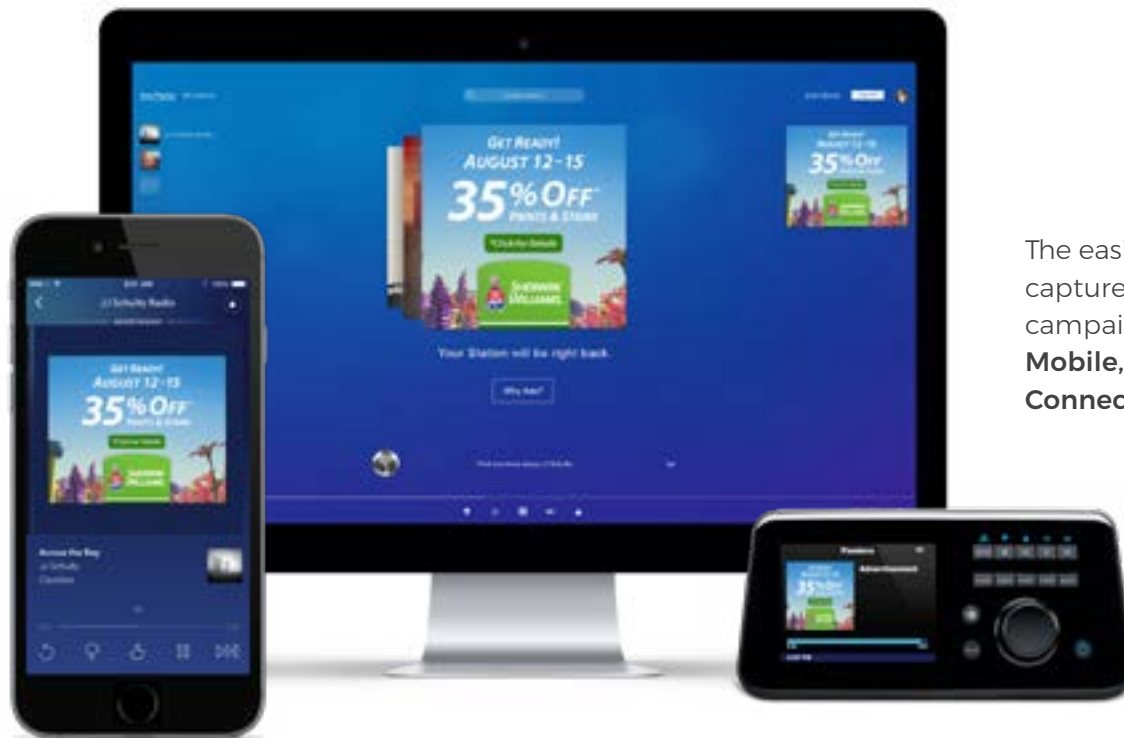


# Audio Everywhere

SPECS, BEST PRACTICES, TURN AROUND TIMES



The easiest and most cost-efficient way to capture attention and extend an Audio campaign across all platforms: **Web, Mobile, Tablet, Connected Home and Connected Car**

**300X250  
COMPANION  
BANNER**

**500X500  
TILE**

**15, 30, OR 45\*  
SECOND  
AUDIO AD**

## REQUIRED ASSETS

### ► AUDIO SPOT

Max Length: 15, 30, or 45 seconds (45 second ad used only if needed for a disclaimer)

File Type: .wav, .mp3, .aiff, .m4a, .mp4

Bit Rate: 320 kpbs

### ► TILE

Tile Size: 500x500

File Size: 100kb max

File Type: jpg, static/non-animated

(Runs on Web & Tablet Only)\*

(Not always available on connected car or connected home)

### ► BANNER

Banner Size: 300x250

File Size: 100kb max

File Type: jpg, png, gif

(Not always available on connected car or connected home)

### ► 1 URL that drives to your website or landing page

\*In May 2017, we combined the existing tile & banner units into one singular, native companion unit that fits seamlessly into our mobile platform. Applies only to our Mobile platform.

## PRODUCTION PROCESS

### STEP 1:

Receive audio template from your Account Manager or Sales Rep

### STEP 2:

Fill in template and provide samples (if possible)

### STEP 3:

Return template to your respective Account Manager to begin the production process

NOTE: Once audio template is submitted, it is considered FINAL. If changes are made, additional fees may apply.

## TIMELINE (Upon Signed IO)

ACTION	CLIENT PRODUCED	PANDORA PRODUCED
Pandora to produce Audio	N/A	1 business days
Trafficking, Test, Launch	2 business days	2 business days
<b>Total Lead Time Required</b>	<b>2 business days</b>	<b>3 business days</b>

## MAX CREATIVE POLICY

CAMPAIGN BUDGET (Net Cost)	# OF AUDIO & DISPLAY CREATIVE (Pandora Created)	AUDIO VOICES (Pandora Created)	# OF AUDIO & DISPLAY CREATIVE (Client Provided)	AD CREATIVE SERVICES
\$7,500-\$9,999	1	1	2	<b>24hr turnaround</b> (submitted by 3PM PST)
\$10,000-\$14,999	2	1	4	<b>AUDIO</b> Sing Voice, M/F
\$15,000-\$19,999	3	1	4	
\$20,000-\$24,999	4	1	6	
\$25,000-\$29,999	5	1	6	-Basic Music Bed genres, no SFX
\$30,000-\$39,999	6-7	1	6-7	-Additional creative - \$200 per creative
\$40,000-\$49,999	8-9	1	8-9	
\$50,000-\$59,999	10-11	1	10-11	<b>DISPLAY</b>
\$60,000-\$69,999	12-13	1	12-13	-Banner: single logo, single image, 3 lines/15 words of copy, CTA
\$70,000-\$79,999	14-15	1	14-15	-Title: Single logo only
\$80,000-\$89,999	16-17	1	16-17	
\$90,000-\$99,999	18-19	1	18-19	All images and copy provided by client
\$100,000+	20	1	20	

NOTE: Further Pandora produced audio customization is available for campaign spends over \$25K. Creative allowance may differ. Consult your Account Manager for further details if applicable.

# Design & Audio Best Practices

300X250 BANNER, 500X500 TILE & AUDIO



## KEEP IT SIMPLE

- ▶ Logo and one-two lines of copy
- ▶ Simple imagery and flat color graphics work best

## SIZE MATTERS

- ▶ Text size and logos should be legible
- ▶ Ask your Account Manager to see examples

## BE CLEAR

- ▶ Tagline, logo, simple product shots or images. This will keep your message concise and clear.

## CALL TO ACTION (CTA)

- ▶ Tell the user what to do and why by making sure this “button” is visible.
- ▶ Suggestions: “Learn More” “Get Tickets” “Apply Now”
- ▶ “Tap” or “Click” CTAs, if used, must be accompanied by a second, alternate CTA leading to the same result. For example: “Tap now or visit WEBSITE URL to find a location near you.”

