

pandora

2019 Media Kit

Attention-winning solutions that will engage
and resonate with your audience no matter
what your marketing objective may be.



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Make Every Moment Count

REACH YOUR AUDIENCE AT SCALE

120M

Monthly unique visitors (one third of the US population)¹

2,000+

Connected devices²

200+

Car models²

#1

In time spent listening to ad-supported digital audio³

23+hrs

Average time spent listening (TSL) per month²

TARGET WHO MATTERS TO YOU

#1

In 87 US markets and is larger than all broadcast radio formats, A18+⁴

100%

Logged-in user base fueling first-party data and accurate cross-device targeting

2,000+

Unique audience segments⁵

¹ comScore Media Metrix, Dec 2018 P13+ Pandora Audience Exchange

² Pandora Internal Metrics, Dec 2018

³ Edison Research, Share of Ear Study, Q4 2018

⁴ Simmons Research, Local Market Studies, Spring 2018

⁵ Pandora Internal Metrics, Q4 2018 MOAT, YTD November 2018



Make Quality 1:1 Connections

BE HEARD. BE SAFE. BE SURE.

<2%

Non-human traffic: Know who's on the other end of an impression. A 100% logged-in listener base means ads served to real people, not bots.¹

100%

Share of attention: Don't compete unnecessarily for attention. There are no "below-the-fold" placements and only one ad served at a time.

Third-party

Independent third-party measurement: Feel confident in ad verification and fraud. Pandora has integrated the Open Measurement SDK for viewability and verification measurement.



¹ Pandora 3P Verification Benchmark



Pandora has been personalizing the listening experience for over a decade.

Audience Solutions

120M

Monthly Logged-In Users¹

90%

Ad-Supported²

With over **120M**¹ active logged-in users on a monthly basis, we observe over **1B data points** every day. We use this data to inform Pandora's targeting capabilities, ensuring our partners are engaging the most relevant audiences across platforms.

This is the power of our 100% logged-in user base.

¹ comScore Media Metrix, Mobile Metrics, Dec 2018 P13+ Pandora Audience Exchange

² Pandora Internal Metrics Q4 2018



Targeting

Using first-, second-, and third-party data, Pandora listeners are classified into over 2,000 audience segments based on:

WHO THEY ARE

age, gender

WHAT THEY LISTEN TO

genre, artists

WHERE THEY LISTEN

geolocation

WHEN THEY LISTEN

time of day

WHAT THEY ARE DOING

activity while listening

HOW THEY LISTEN

technographic, language preferences

We offer various advanced targeting solutions for our partners who are looking for more personalized and customized targeting options:

ON-PLATFORM RETARGETING

BEHAVIORAL LOOKALIKES

DATABASE MATCHING

Leading third-party data providers help us classify listeners based on online and offline habits, like purchase behaviors, interests, lifestyles and preferences.

DATALOGIX

EDMUNDS

ACXIOM

BOMBORA

NEUSTAR
ADADVISOR

DUN &
BRADSTREET

EPSILON

FACTUAL

EXPERIAN

NIELSEN
CATALINA
SOLUTIONS

IXI

CROSSIX

EXELATE

PLACEIQ

SAMBATV



Audience Explorer

INSIGHTS WITH IMPACT

Through Audience Explorer, our partners have unprecedented access to audience insights to help inform everything from creative decisions and messaging, identification of relevant audiences for maximum reach and choosing an effective media mix.

DEMOGRAPHICS

age, gender, geography, and ethnicity

LIFESTYLE

income, travel, activities and family status

ENGAGEMENT

listening hours, thumbs, station adds

MUSIC PREFERENCES

favorite genres, top artists and lyrical content

TECHNOGRAPHICS

platforms, devices, and carriers used to connect to Pandora

CONTENT RECOMMENDATIONS

which Mixtapes are most relevant for a target audience

15M

Moms are tuning in to Pandora, especially during family moments like Mother's Day and Thanksgiving. Not surprisingly they co-listen to children's music with their family, but when it's "me time," Adele is their go-to.

33M

Millennials listen more than the norm; on average they listen for 24 hours each month. It's not surprising that they tune in to gangsta rap, but what they might not admit is their guilty pleasure for love songs.

15M

Listeners are playing their favorite tracks at home on connected devices, multitasking when they're cooking or hosting a dinner party.

Attention-based Media Solutions

We live in a cross-screen world where multitasking is at an all-time high. Yet people's time and attention is at an all-time low.

It starts with really knowing our listeners. With our long history of collecting listener signal data we know that right moment to serve your message. That is why our attention-winning solutions resonate and effectively engage audiences no matter what your marketing objective may be.

How do marketers win
the battle for attention? |



Audio Everywhere

Reach your audience wherever they're listening with :10, :15 or :30 second audio spots.

Our Audio Everywhere product weaves your message seamlessly into the listening experience, across all platforms, and is amplified with a visual presence on web, mobile and tablet.

ELEMENTS

:30, :15 or :10 second Audio Ad

Companion Tile
(not available in Connected Car)

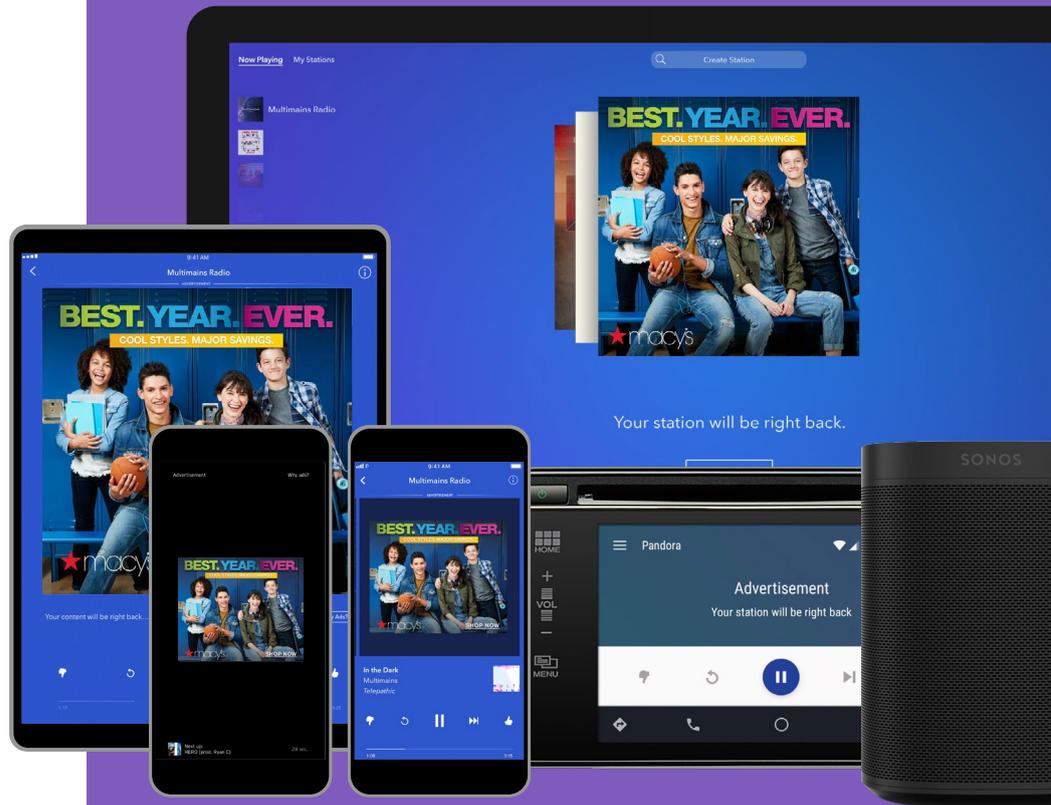
Companion Banner
(not available on Connected Car or Connected Home)

PLATFORMS

Mobile, Tablet, Web, Connected Home, Connected Car

PUBLISHERS

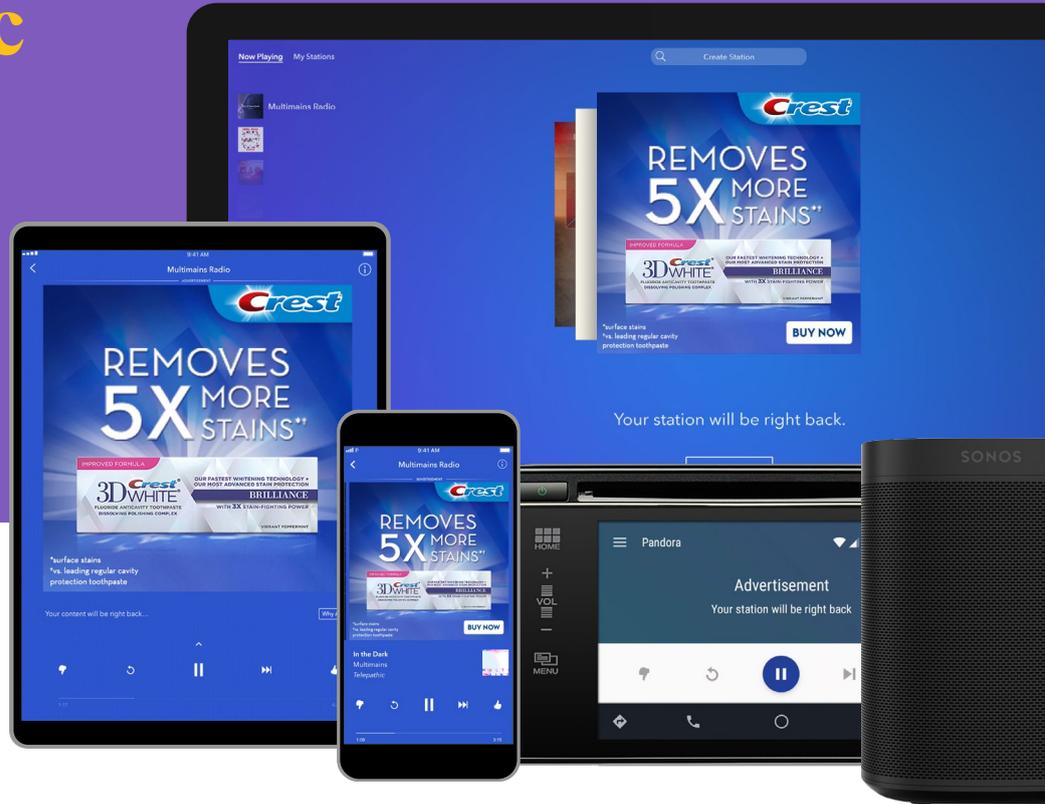
Pandora and SoundCloud



Platform-specific Audio

Speak to your audience in a premium listening environment through :10, :15 or :30 audio spots that engage users between the songs they love.

Audio ads will also be accompanied by a persistent visual presence across web, mobile and tablet.



ELEMENTS

:30, :15 or :10 second Audio Ad

Companion Tile
(not available on Connected Car)

Companion Banner
(not available on Connected Car or Connected Home)

FORMATS

.wav, .mp3, .aiff, .m4a, .mp4



Dynamic Audio

Hyper-personalize your audio messages by leveraging rich listener data in real time.

Intelligent ad technology optimizes various triggers such as location, weather, and time-of-day to serve the right message to the right listener at the right time. This custom audio execution allows your creative to scale to hundreds, thousands, and even millions of variations.

ELEMENTS

:30, :15 or :10 second Audio Ad*

Companion Banner

FORMAT

VAST (Pandora-produced)

*Due to the custom nature of this execution, Dynamic Audio requires a longer lead time.



We know how it is. Another **Wednesday.**

Monday
Tuesday

DAY OF WEEK

trap beats
today's pop

And you have **country music** to keep you going.

GENRE

cold day
rainy day

Minneapolis
Seattle

Another **sunny day** in beautiful **Dallas.**

CURRENT WEATHER

LOCATION



Sequential Audio

Drive listeners further down the path-to-purchase with intelligent ad technology that transforms a traditional audio ad experience into an in-depth brand story.

Serve a sequence of ads to listeners in real-time based on audience signals such as exposure or click behavior.

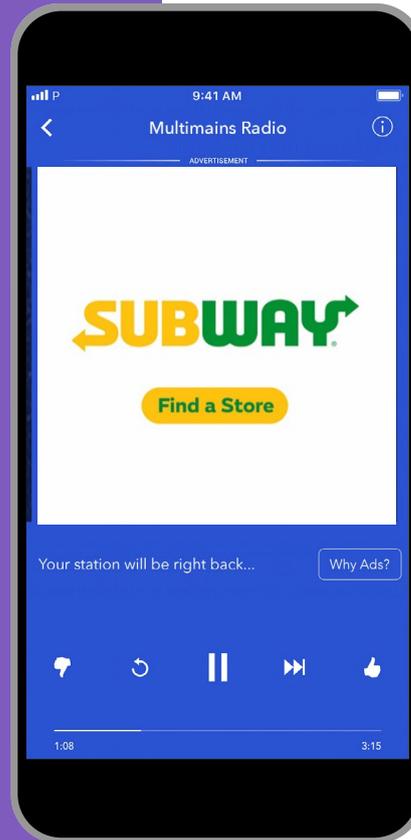
ELEMENTS

Series of :30, :15 or :10 second Audio Ads

Single Companion Banner

FORMAT

VAST



FIRST AUDIO SPOT

Build awareness

SECOND AUDIO SPOT

Establish preference

THIRD AUDIO SPOT

Drive action



Video Everywhere

Reach your audience throughout their day by extending your video campaign across web, mobile, and tablet.

This simple, turnkey solution leverages one creative set across all platforms and bundles a video ad and a standard 300x250 banner that run wherever inventory is available.

ELEMENTS

Aspect Ratios

16:9 (854x480)

4:3 (640x480)

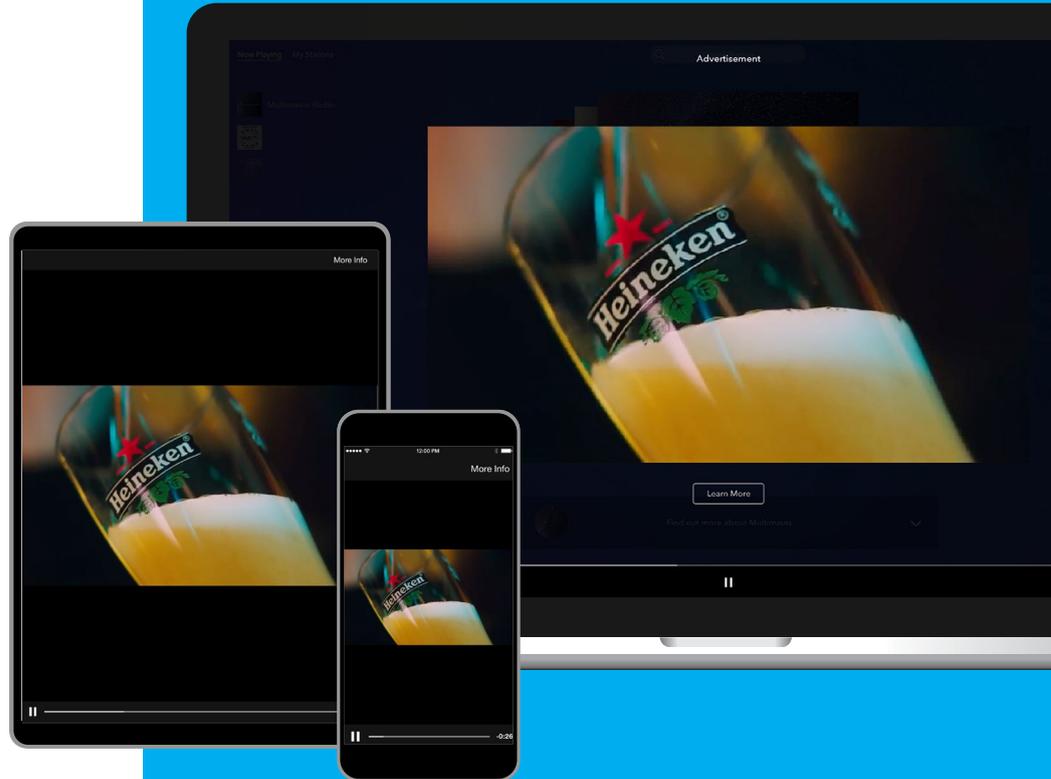
Max Video Length

30 seconds

300x250 Companion Banner

PLATFORMS

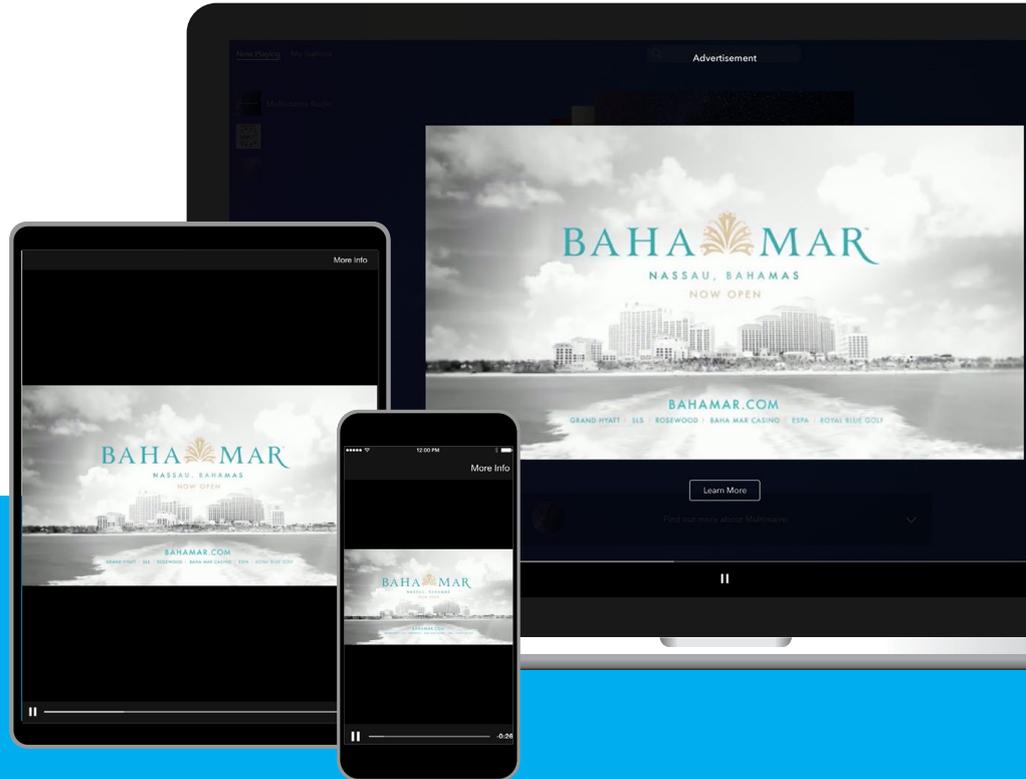
Mobile, Tablet, Web



Platform-specific Video

Stand out to your audience by leveraging natural breaks in the listening experience, capturing 100% share of attention with video.

Your fullscreen branded experience will only appear when a user is already engaging with the platform, maximizing viewability.



ELEMENTS

Aspect Ratios

16:9 (854x480)

4:3 (640x480)

Max Video Length

30 seconds

300x250 Companion Banner

PLATFORMS

Mobile, Tablet, Web



Mobile Muted Video

An attention-winning opportunity that will allow your video to be played in a responsive display unit, with the option to unmute to pause the listener's music and capture attention in fullscreen.

ELEMENTS

Aspect Ratios

1:1 (480x480)

16:9 (480x270)

4:3 (480x360)

Max Video Length

30 seconds

PLATFORM

Mobile



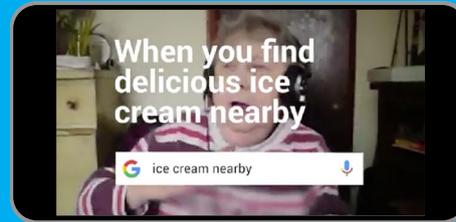
MUTED VIDEO

Muted video begins automatically. Listener taps the unmute button to pause their music and watch the video in fullscreen.



FULLSCREEN VIEW

Video continues playing in fullscreen mode with sound.



FULLSCREEN VIEW, ROTATED

Listener can rotate their device to keep watching in landscape.



FULLSCREEN VIEW

Listener taps CTA button to open the advertiser's landing page in fullscreen.



VIDEO

Sponsored Listening

Create a meaningful connection with listeners via Pandora's original reward-based advertising solution.

Listeners are offered one hour of uninterrupted music in exchange for :15 seconds of active attention and engagement with a brand's video. Within the Sponsored Listening session, the advertiser has 100% share-of-voice, creating a special moment between the brand and the listener.

ELEMENTS**Aspect Ratios**

Horizontal: 16:9, 4:3

Vertical: 9:16, 2:3

In-Reward**Responsive Banner**

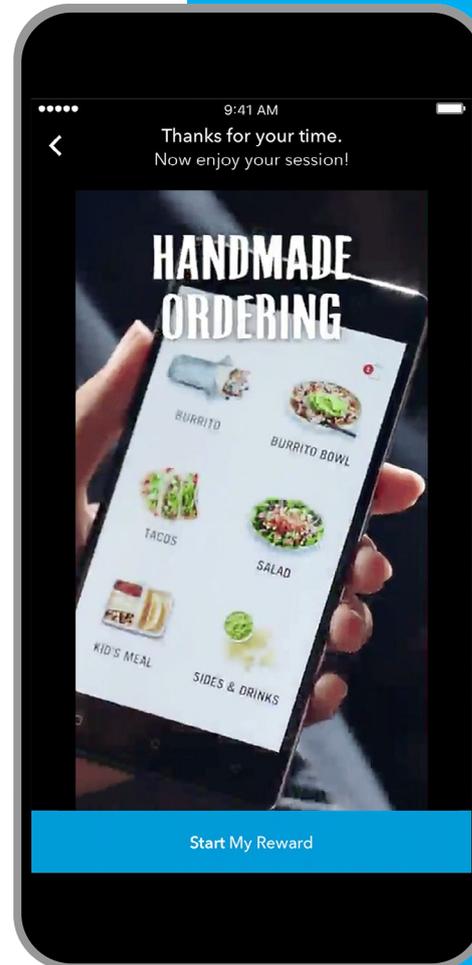
300x250 or 1x1

Post-Reward Audio Spot

:15 or :30

PLATFORM

Mobile



Video Plus

Give your customers the chance to unlock valuable features such as the ability to skip more songs, replay tracks and access to Pandora Premium—all in exchange for viewing your video ad.

The user-opt-in Video Plus solution is a cost-per-completed-view model (up to 15 seconds), ensuring your ad dollars go further.

ELEMENTS

Flexible Formats

Vertical or Horizontal

Aspect Ratios

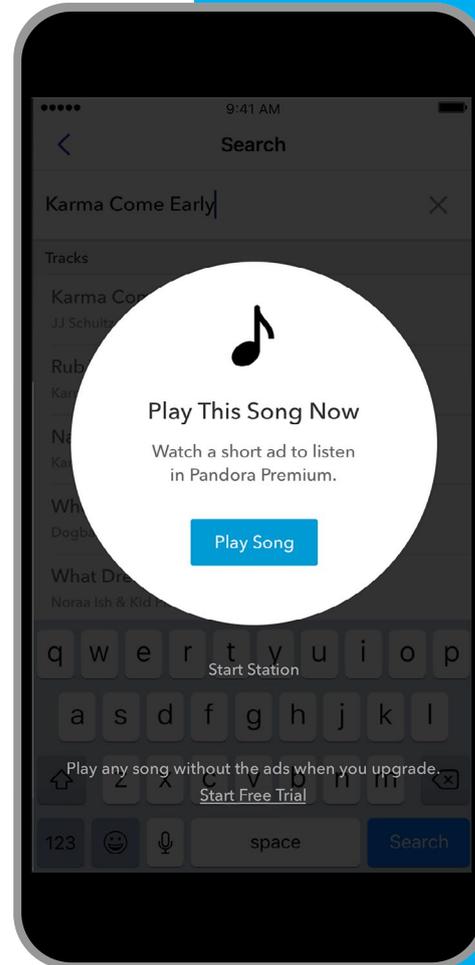
Horizontal: 16:9, 4:3, 9:16

Vertical: 2:3

300x250 Companion Banner

PLATFORM

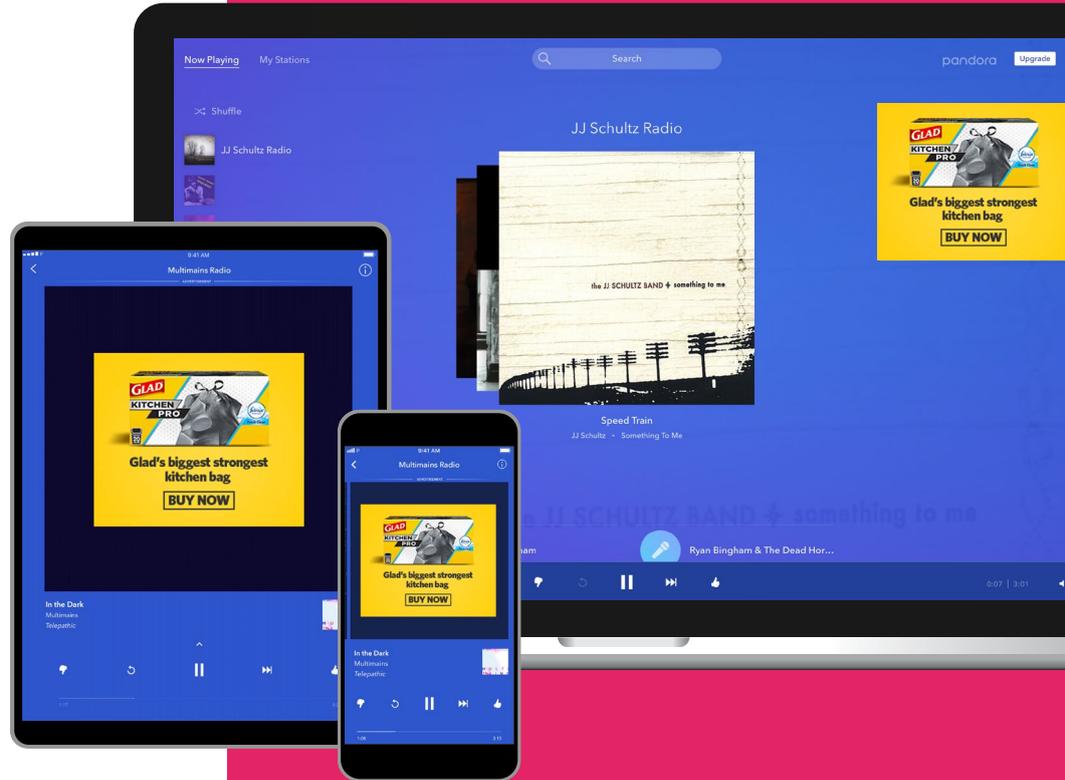
Mobile



Display Everywhere

Deliver a seamless experience and reach audiences across all touchpoints.

The cost-efficient bundle includes a single, standard 300x250 banner that runs cross-platform on web, mobile and tablet—wherever inventory is available.



ELEMENTS

300x250 Display Banner

PLATFORMS

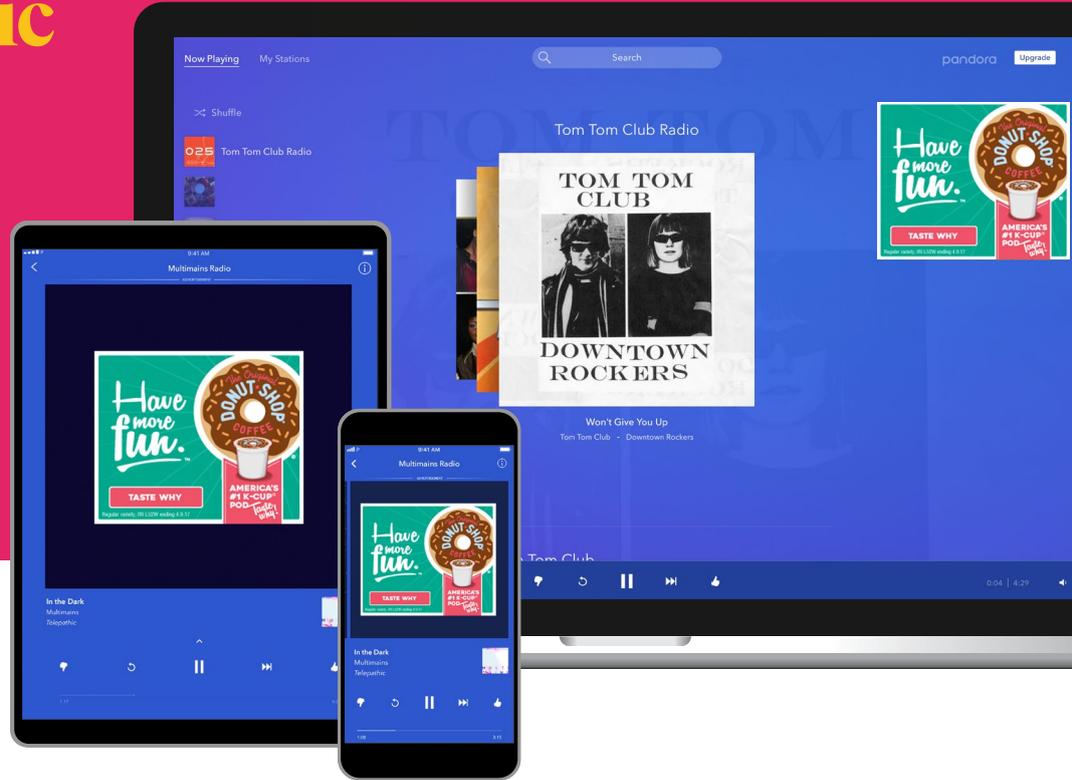
Mobile, Tablet, Web



Platform-specific Display

Showcase your brand on a feature-rich canvas that drives user action via display banners across web, mobile, and tablet.

Each placement adheres to well-established IAB and MMA standards, allowing for existing creative to be leveraged without additional editing. Display ads are served upon user interaction so your message is sure to reach a leaned-in listener.



ELEMENTS

300x250 Display Banner

PLATFORM

Mobile, Tablet, Web



RICH MEDIA

Sponsored Listening

In exchange for :15 seconds of active attention and engagement with a brand, listeners are offered one hour of uninterrupted listening.

Examples include watching a video, swiping a slide gallery, or participating in an interactive 360° product spotlight. Creative services are also available for custom executions for select campaigns.

ELEMENTS

Fullscreen Rich Media View

In-Reward

Responsive Banner

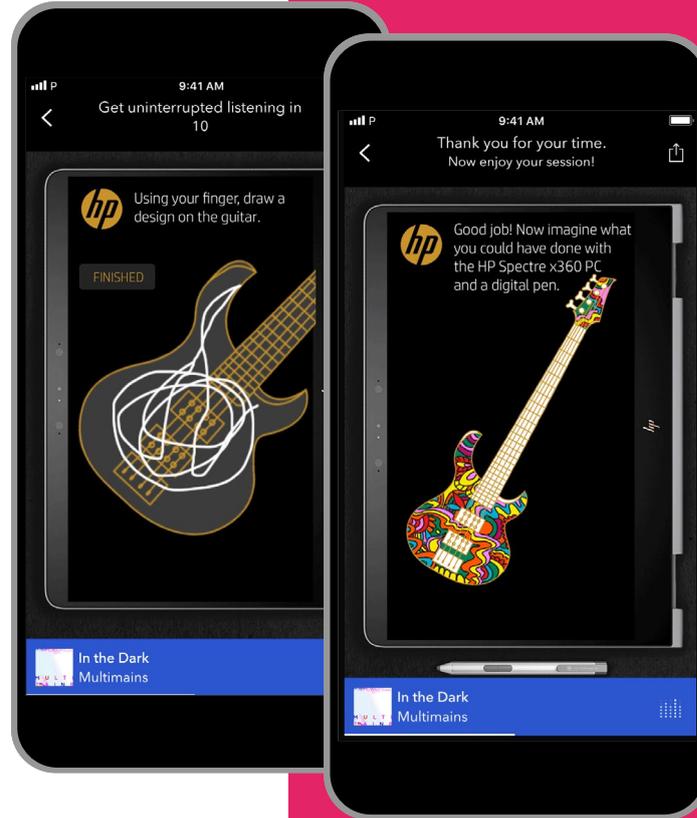
300x250 or 1x1

Post-Reward Audio Spot

:15 or :30

PLATFORM

Mobile



Create an intimate connection with listeners with this proven, reward-based solution.



Responsive Mobile Display

Increase your visibility with an audience who's listening—and looking!

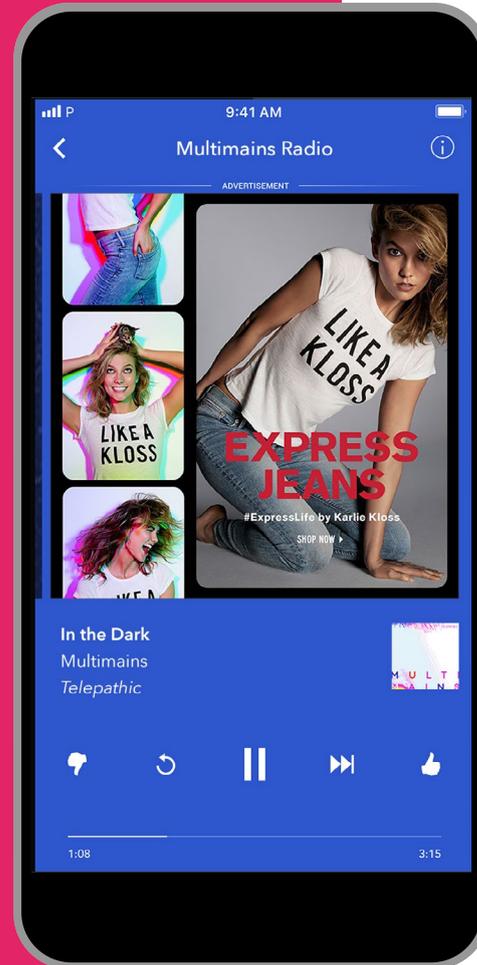
Responsive Display seamlessly integrates your ad into Pandora's environment by natively placing it in the same container that houses the album cover art of the song that's playing—driving quality engagements that indicate intent.

ELEMENTS

600x600 through 1080x1080 (must be 1:1 aspect ratio)

PLATFORM

Mobile



Web Billboard

Make a high-impact splash for your product launch, major announcement, or key event with an exclusive one-day takeover.

The IAB standard 970x250 ad unit will pop up directly above the media player. Amp up your takeover and own the background skin and full real estate around Pandora's tuner.

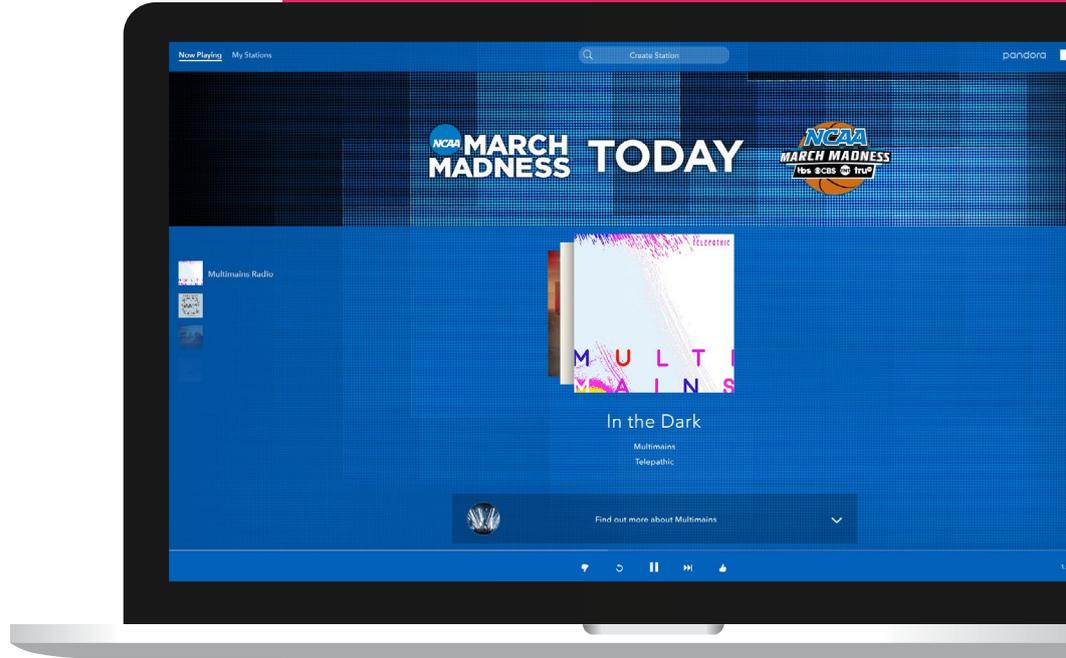
ELEMENTS

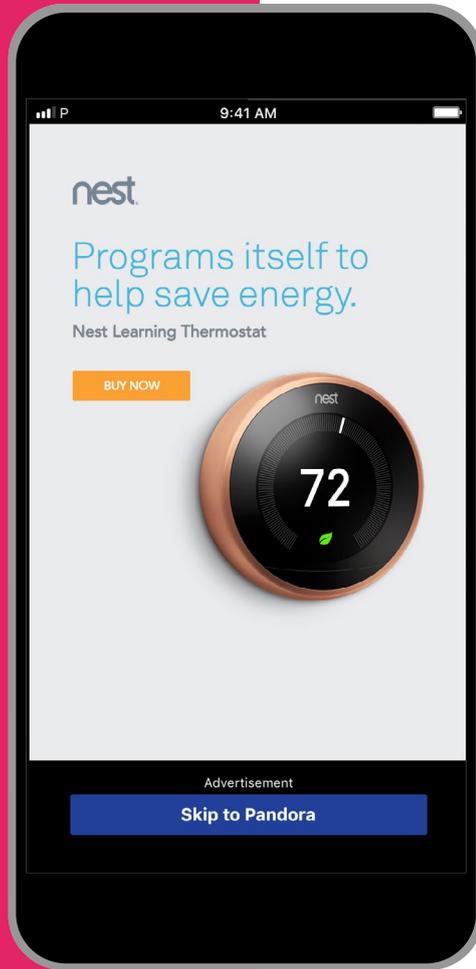
970x250 Billboard Banner

Optional Web Skin

PLATFORM

Web





Mobile Interstitial

Build top-of-mind awareness with an impactful fullscreen ad that surprises listeners as soon as they open the Pandora app on iPhone and Android.

The Interstitial takes over the entire screen immediately following the loading screen and as soon as a listener's music begins.

ELEMENTS

Dimensions 750X1100

Max File Size 200kb

FORMAT

HTML

PLATFORM

Mobile



Dynamic Display

Deliver the right creative to the right audience with three unique capabilities:

SEQUENTIAL MESSAGING

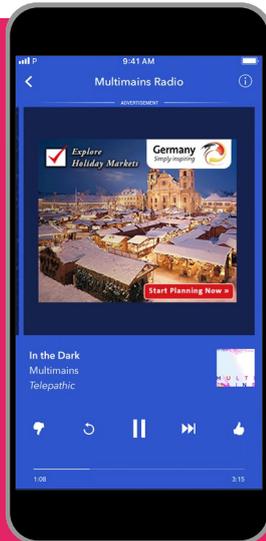
Capture and engage listeners through sequentially targeted ads on mobile. Ads are sequenced in real-time based on users' previous exposure or click behavior.

CTR OPTIMIZATION

Test a variety of banners in real-time and automatically give more weight to the banner with the highest CTR for each age group and gender.

CREATIVE TARGETING

Serve different creatives or different landing pages tailored to listeners of different genders, age, and geo—all served by the same ad tag.



ELEMENTS

300x250 Display Banner served via AdXcel

PLATFORM

Mobile



Amplified Display

Next-level engagement.

Create a rich, captivating ad experience tailored to your specific campaign goals. Amplified Display can suit a variety of campaign objectives. Examples include: a Carousel, Store Locator, Shake to Reveal, Weather Feed, Add to Calendar, and a Countdown Clock. Creative services are also available for custom executions for select campaigns.

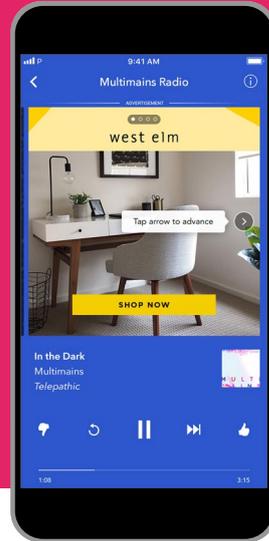
ELEMENTS

300x250 Banner

Responsive 1x1 Banner
(600x600 through
1080x1080) for select
campaigns

PLATFORMS

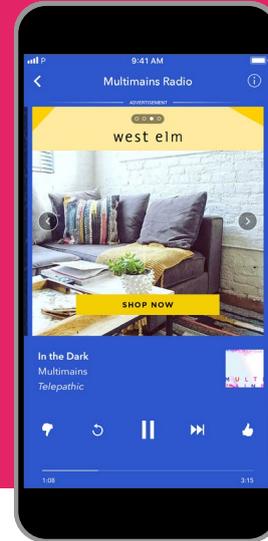
Web, Mobile, Tablet



Carousel serves with pulsing arrow on the right. "Tap arrow to advance" coachmark appears.



Once listener taps to advance, left and right arrows indicate their progression through the Carousel.



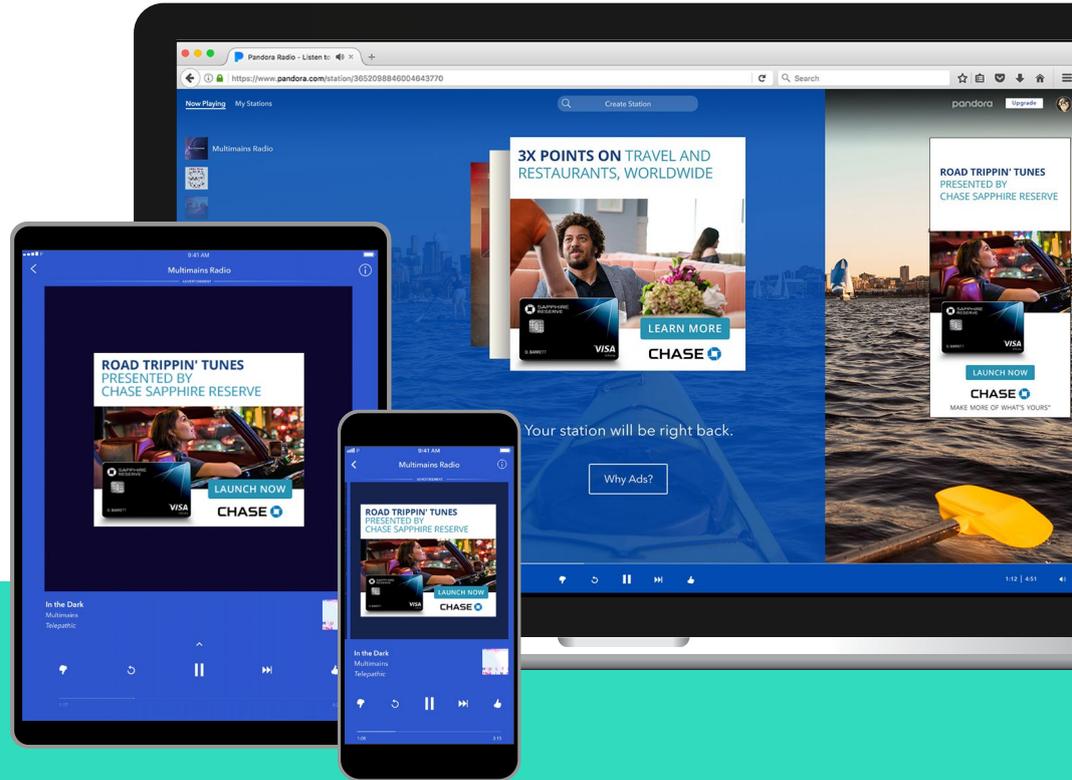
Listener taps CTA to visit the advertiser's landing page.

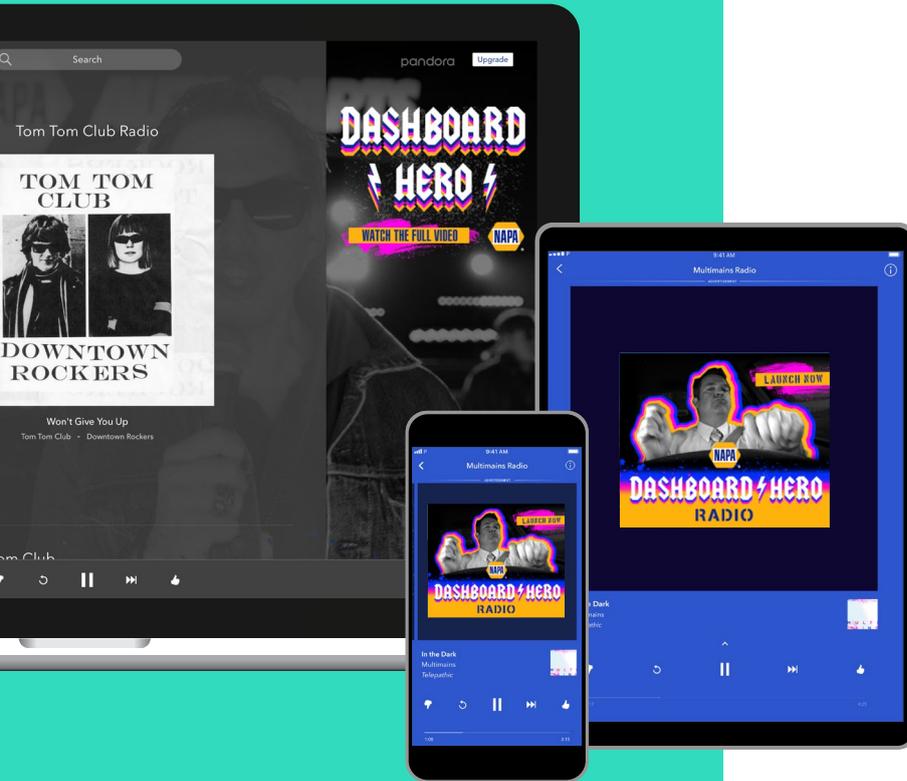


Sponsored Stations

Align your brand with moods and moments on Pandora through hand-curated stations designed to set the stage for any occasion.

These stations combine smart curation, scientific music serving, and listener personalization, giving each listener a unique experience based on the music they love. As a sponsor, your brand will surprise and delight audiences with half the ad breaks.





Brand Stations

Build a brand community on Pandora and tap into their passion for music through a listening experience customized for your target audience.

A step up from the Genome station, choose 80–100 songs to embody your branded campaign. Leverage Pandora's superior Curation team for mixtape song suggestions or hand pick the station playlist at your own discretion.

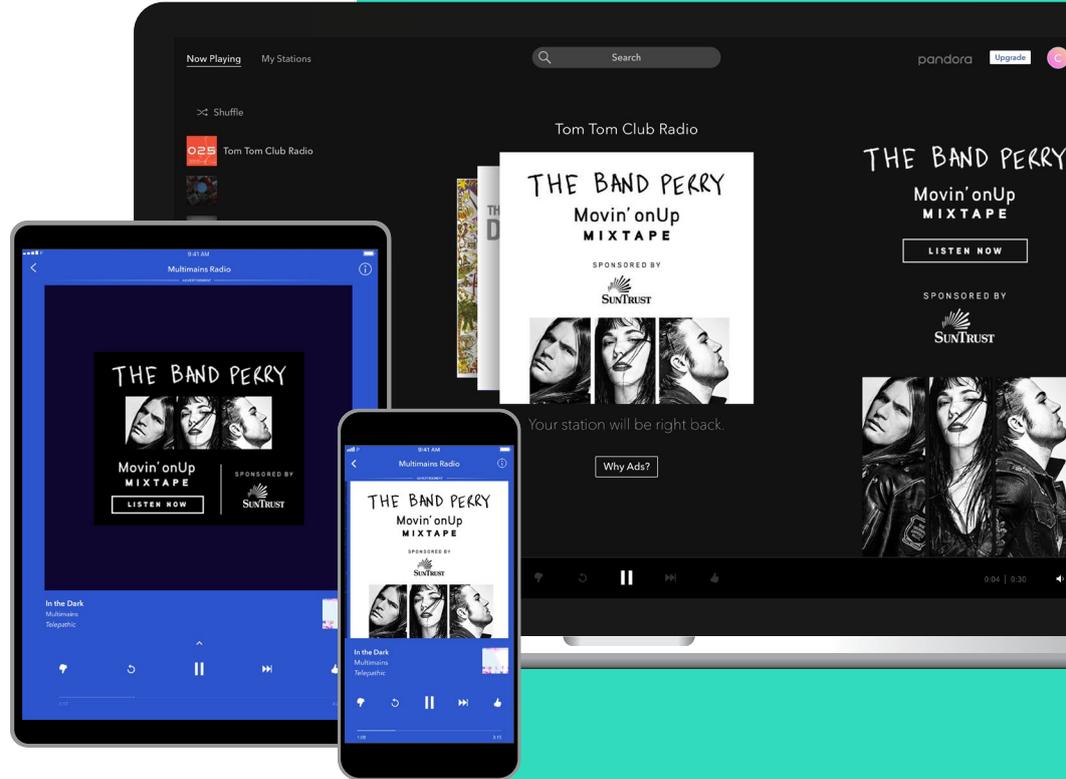
Own sight, sound and motion as your Brand has 100% SOV in the station through audio, video & display to continue the conversation with passionate listeners. Brands also can modify song selection to alter their station theme and refresh messaging during the campaign duration.

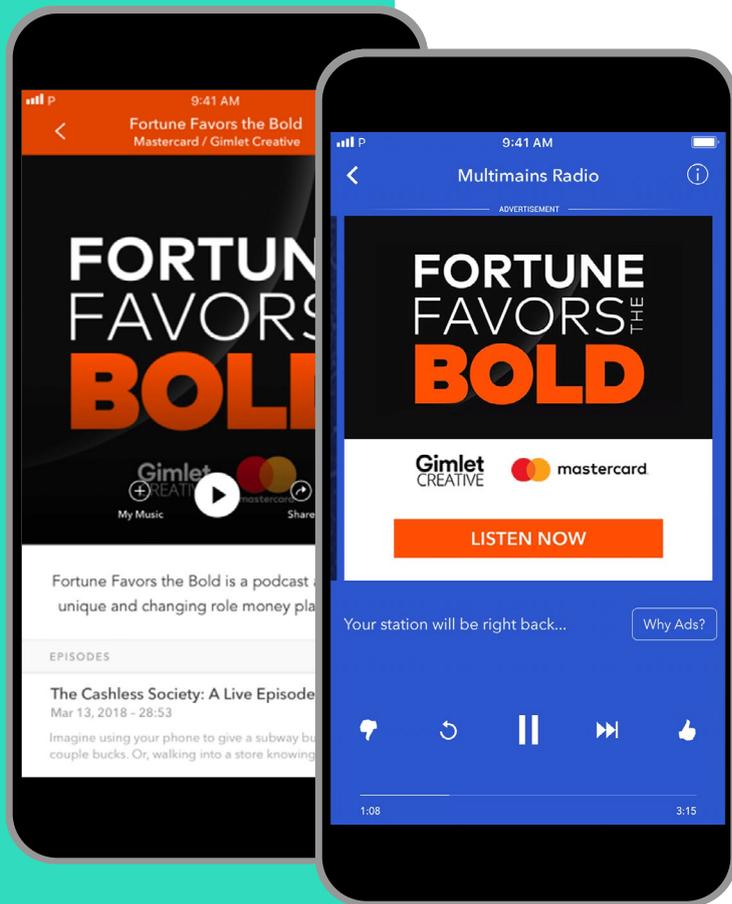


Artist Programs

Grow brand loyalty & authenticity by associating with your customers' favorite artists.

Executions range based on your objectives— from contextual alignment to a highly customized artist and brand integration. Capture attention with 100% advertisers SOV of in-station media.





Branded Podcasts

Breathe new life into your branded podcast and reach a fresh audience by distributing your content on Pandora through Pandora's recently-launched podcast experience.

Partnering with Pandora gives you extended reach of your branded podcast among a new audience, as well as in-depth audience intel to understand who's actively listening and for how long.



We believe in flexible buying.

Premium Programmatic

Purchase Pandora's inventory the way
you want, direct or programmatic.

FEATURES

- Largest programmatic audio supplier in the U.S.
- Same premium inventory, transacted through automated channels
- Private marketplaces for audio, video, and display
- Best-in-class audience data and targeting capabilities
- Quality, brand-safe environment
- Independent third-party measurement



Programmatic Solutions



Audio

ELEMENTS

:15 or :30 second non-skippable audio
300x250 Companion Banner

PLATFORMS

Mobile, Tablet, Web

DEAL TYPES

Private auction and preferred deal

AUDIO COMPLETION METRICS

Audio hear-through/completion rates captured by SSP/DSP



Video

ELEMENTS

Up to :30 seconds, skippable after :15,
300x250 Companion Banner (optional)

PLATFORMS

Mobile, Tablet, Web

DEAL TYPES

Private auction, preferred deal, and programmatic guaranteed

AD VERIFICATION MEASUREMENT

Viewability (mobile)



Display

ELEMENTS

Up to :30 seconds, skippable after :15,
300x250 Companion Banner (optional)

PLATFORMS

Mobile, Tablet, Web

DEAL TYPES

Viewability (mobile)

AD VERIFICATION MEASUREMENT

Viewability and audience verification: IAS, DV, Moat (web)



Understanding campaign effectiveness is crucial for every media investment, and we know it's not a one-size-fits-all solution.

Measurement

We work with advertisers to tailor a measurement strategy to meet specific campaign KPIs.

We also partner with best-in-class third parties to ensure that no matter what your objective we've got a measurement solution for you.

KANTAR MILLWARD BROWN

PLACED

NIELSEN CATALINA

NIELSEN BUYER INSIGHTS



Learn More

Questions about how to rock your next advertising campaign? Questions about rates? Questions about how to activate an audio-first strategy? We've got you covered!

CONTACT US

Online

pandoraforbrands.com/advertise

Email

advertising@pandora.com

FOLLOW US

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linkedin.com/company/pandora-for-brands

