

STANDARD AD SPECS

RESOURCES

AUDIO AND DESIGN TEMPLATES:

<http://www.pandora.com/static/pandoraclient/adtemplates/home.html>

STANDARD LEAD TIME (~13 DAYS)

Review Assets/Design: 3 days

Client Review Time: 2 days

Design Revisions: 2 days

Client Review Time: 2 days

Production: 2 days

Trafficking: 2 days

AD SPECS

Below are ad specs for standard display, audio, and video creatives that run on Pandora. For more details, lead times, and features please contact your Pandora Sales Representative.

AUDIO

Formats: .wav, .mp3, .aiff, .m4a, .mp4

Bit Rate: 320 kpbs

Sample Rate: 44.1 kHz

Length: 30 sec max

Note: Slates removed, if possible. Pandora can provide slate removal services with 24 hour lead time.

VIDEO

Dimensions: 16x9 - 854x480, 4x3 - 640x480

Source Video Format: Uncompressed .mov, .avi, MPEG-1, MPEG-4

Max Auto-Play Length: 30 sec

Max Video Source File Size: 50mb

Max Encoded Video File Size: 5mb (Web), 2.2mb (WiFi), 1mb (Cell)

Encoded File Format: .mp4

Max Video Frame Rate: 24fps

STANDARD BANNER WEB

Dimensions: 300x600 or 300x250

Site-served Formats: .jpg, .gif

3rd Party Tag Formats: Standard, Iframe, Javascript

Max Initial File Size: 60kb

Max Polite File Load: 200kb

Max Frame Rate: 24fps

Max Animation Length: 15 sec

Banner Looping Limit: Unlimited

Z-index Value: <1000

Note: Use of Flash/SWF is not permitted as browsers have adopted plugins/settings which auto-pause Flash content.

HTML5 must be wrapped in a 3rd party tag.

STANDARD BANNER MOBILE

Dimensions: 300x250

Static Formats: .jpg, .gif

3rd Party Tag Formats: Standard, Javascript

Max Initial File Size: 40kb

Max Polite File Load: 100kb

Animation: Yes

Max Animation Length: 15 sec

Expanding: No

Note: HTML5 must be wrapped in a 3rd party tag.

WEB/MOBILE AUDIO TILE

Dimensions: 500x500

Format: .jpg

Max File Size: 40kb

Note: Must be site-served by Pandora.

1 click to external landing page only.

WEB SKIN

Dimensions (w/300x250 or 300x600

Banner): 1850x1000 (Full Size), 1280x800 (Safe Area)

Dimensions (w/970x250 Billboard):

1850x1400 (Full Size), 1280x800 (Safe Area)

Format: .psd

Max File Size: 200kb

Note: Must be site-served by Pandora.

Not clickable.

WEB BILLBOARD

Dimensions: 970x250

Site-served Formats: .jpg, .gif

3rd Party Tag Formats: Standard, Iframe, Javascript

Max Initial File Size: 60kb

Max Polite File Load: 200kb

Max Frame Rate: 24fps

Max Animation Length: 15 sec

Banner Looping Limit: Unlimited

Z-index Value: <1000

Note: Use of Flash/SWF is not permitted as browsers have adopted plugins/settings which auto-pause Flash content.

HTML5 must be wrapped in a 3rd party tag.

MOBILE WELCOME INTERSTITIAL

Dimensions: 750x1100 (Full Size),
750x800 (Safe Area)

Formats: .jpg, .gif

Max Initial File Size: 40kb

Max Polite File Load: 200kb

Expanding: No

Note: 1x1 3rd Party Tracking only