

# 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:** 100kb

**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:** 100kb

**Max Polite File Load:** 100kb

**Animation:** Yes

**Max Animation Length:** 15 sec

**Expanding:** No

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

## RESPONSIVE MOBILE DISPLAY

**Dimensions:** 640x640

**Static Formats:** .jpg, .gif

**Max File Size:** 100kb

**Animation:** No

**Expanding:** No

**Note:** Must be site-served by Pandora.

## WEB/MOBILE AUDIO TILE

**Dimensions:** 500x500

**Formats:** .jpg

**Max File Size:** 100kb

**Note:** Must be site-served by Pandora. 1 click to external landing page only.

## WEB BILLBOARD

**Dimensions:** 970x250

**Site-served Formats:** .jpg, .gif

**3rd Party Tag Formats:** Standard, Iframe, Javascript

**Max Initial File Size:** 100kb

**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:** 150kb

**Expanding:** No

**Note:** 1x1 3rd Party Tracking only

## WEB SKINS

**Pandora.com is responsive, meaning user interface elements and Skins will respond with the size of the browser window. Pandora's Skin Design Templates must be used to design this unit:**

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

**Dimensions:** 1920x1080

**Format:** .psd

**Max Final File Size:** 300kb

**Note:** Must be site-served by Pandora. Skins are not clickable. Can run with 300x250, 300x600, or 970x250 Billboard banners.