

# 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:** Any size 600x600 (minimum) through 1080x1080 (maximum). Must be 1:1 aspect ratio.

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

**Max File Size:** 200kb

**Animation:** No

**Expanding:** No

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

## WEB/MOBILE AUDIO TILE

**Dimensions:** Any size 500x500 (minimum) through 1080x1080 (maximum). Must be 1:1 aspect ratio.

**Formats:** .jpg

**Max File Size:** 200kb

**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:** 150kb

**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:** 200kb

**Expanding:** No

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

## WEB SKINS

**Pandora.com is responsive, meaning user interface elements and Web Skins will respond with the size of the browser window. Pandora's Web 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.