

# STANDARD AD SPECS

## RESOURCES

### AUDIO & DESIGN TEMPLATES:

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

### STANDARD LEAD TIME

Design: 2 days

Client Review: 2 days

Design Revisions: 2 days

Client Review Time: 2 days

Production: 2 days

Trafficking: 2 days

## AD SPECS

Specs below are for standard display, audio, and video creatives on Pandora. For more details, lead times, and features please contact your Pandora Sales Representative.

### AUDIO

**Format:** MP3

**Bit Rate:** 320 kpbs

**Sample Rate:** 44.1 kHz

**Length:** 15s, 30s

**Note:** Slates removed, if possible.

Pandora can provide slate removal services with 24 hour lead time.

### VIDEO

**Dimensions:** 16:9 - 854x480, 4:3 - 640x480, 9:16 - 480x854\*, 2:3 - 480x720\*

\*Video Plus and Sponsored Listening only

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

**Max Source Video File Size:** 50mb

**Max Encoded Video File Size:** 5mb (web), 2.2mb (wifi), 1mb (3G)

**Encoded Format:** .mp4

**Max Video Frame Rate:** 24fps

### WEB STANDARD BANNER

**Dimensions:** 300x600, 300x250  
**Site-served Format:** .jpg  
**3rd Party Tag Format:** Javascript  
**Max Initial File Size:** 150kb  
**Max Animation Length:** 15s  
**Banner Looping Limit:** Unlimited  
**Z-index Value:** <1000  
**Note:** Use of Flash is not permitted.  
HTML5 must be wrapped in a 3rd party tag.

### MOBILE STANDARD BANNER

**Dimensions:** 300x250  
**Static Format:** .jpg  
**3rd Party Tag Format:** Standard (static), javascript (rich media)  
**Max Initial File Size:** 50kb  
**Max Polite File Load:** 100kb  
**Animation:** Yes  
**Max Animation Length:** 15s  
**Expanding:** No  
**Note:** HTML5 must be wrapped in a 3rd party tag.

### RESPONSIVE MOBILE DISPLAY

**Dimensions:** Any size 600x600 (min) through 1080x1080 (max). Must be 1:1 aspect ratio.  
**Formats:** .jpg  
**Max File Size:** 200kb  
**Animation:** No  
**Expanding:** No  
**Note:** Must be site-served by Pandora

### WEB/MOBILE AUDIO TILE

**Dimensions:** Any size 500x500 (min) through 1080x1080 (max). Must be 1:1 aspect ratio.  
**Format:** .jpg  
**Max File Size:** 200kb  
**Note:** Must be site-served by Pandora

## WEB BILLBOARD

**Dimensions:** 970x250  
**Site-served Format:** .jpg  
**3rd Party Tag Format:** Javascript  
**Max Initial File Size:** 150kb  
**Max Animation Length:** 15s  
**Banner Looping Limit:** Unlimited  
**Z-index Value:** <1000  
**Note:** Use of Flash is not permitted.  
HTML5 must be wrapped in a 3rd party tag.

## MOBILE WELCOME INTERSTITIAL

**Dimensions:** 750x1100 (Full Size),  
750x800 (Safe Area from top)  
**Format:** .psd  
**Max Initial File Size:** 200kb  
**Expanding:** No  
**Note:** 1x1 3rd party tracking only.  
Pandora's Interstitial Design Template  
must be used to design this unit:  
<https://www.pandora.com/static/pandoraclient/adtemplates/home.html>

## 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:

<https://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.