



**EccaNova**



## **MEDIA SPECIFICATIONS**

*Internet/Streaming Radio Ads*

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## 1. AD EXCHANGE - RADIO, STREAMING & PODCAST AD SPECS

| RADIO, STREAMING & PODCASTS - AD EXCHANGE |                 |                    |                 |               |                   |
|---|-----------------|--------------------|-----------------|---------------|-------------------|
| PLACEMENT                                 | TRACKING METHOD | AD FORMAT TYPE     | FILE TYPE       | MAX FILE SIZE | ANIMATION ALLOWED |
| :30 Second Audio                          | 1x1             | Rich Media (Audio) | MP3 or WAV File | 2GB           | No                |
| 300x250 Companion Banner                  | 1x1             | Static Banner      | JPEG or PNG     | 50K           | No                |
| 272x272 Companion Banner                  | 1x1             | Static Banner      | JPEG or PNG     | 50K           | No                |
|   |                 |                    |                 |               |                   |



## 2. PANDORA AD SPECS

### A. AUDIO

| PANDORA - AUDIO |          |             |               |
|-----------------|----------|-------------|---------------|
| FORMAT          | BIT RATE | SAMPLE RATE | LENGTH        |
| MP3             | 320 kpbs | 44.1 kHz    | 10s, 15s, 30s |

### B. VIDEO

| PANDORA - VIDEO   |  |                            |  |                |                      |
|---|--|----------------------------|--|----------------|----------------------|
| DIMENSIONS  | SOURCE VIDEO FORMAT  | MAX SOURCE VIDEO FILE SIZE | MAX ENCODED VIDEO FILE SIZE  | ENCODED FORMAT | MAX VIDEO FRAME RATE |
| <ul style="list-style-type: none"> <li>▶ 16:9 - 854x480</li> <li>▶ 4:3 - 640x480</li> <li>▶ 9x16 -480x854*</li> <li>▶ 2:3 - 480x720*</li> </ul> <p>*Video Plus and Sponsored Listening only</p> | <ul style="list-style-type: none"> <li>▶ Uncompressed .mov                             <ul style="list-style-type: none"> <li>▶ avi</li> <li>▶ MPEG-1</li> <li>▶ MPEG-4</li> </ul> </li> </ul> | 50 mb                      | <ul style="list-style-type: none"> <li>▶ 5 mb (web)</li> <li>▶ 2.2 mb (wifi)</li> <li>▶ 1 mb (3G)</li> </ul> | .mp4           | 24 fps               |

### C. WEB STANDARD BANNER

| PANDORA - WEB STANDARD BANNER  |                    |                      |                       |                      |                      |               |
|--|--------------------|----------------------|-----------------------|----------------------|----------------------|---------------|
| DIMENSIONS   | SITE-SERVED FORMAT | 3RD PARTY TAG FORMAT | MAX INITIAL FILE SIZE | MAX ANIMATION LENGTH | BANNER LOOPING LIMIT | Z-INDEX VALUE |
| <ul style="list-style-type: none"> <li>▶ 300x600</li> <li>▶ 300x250</li> </ul> | .jpg               | Javascript           | 150 kb                | 15s                  | Unlimited            | < 1000        |

**NOTE - USE OF FLASH IS NOT PERMITTED. HTML5 MUST BE WRAPPED IN A 3RD PARTY TAG**



## D. MOBILE STANDARD BANNER

| PANDORA - MOBILE STANDARD BANNER |               |  |                       |                      |           |                      |           |
|----------------------------------|---------------|--|-----------------------|----------------------|-----------|----------------------|-----------|
| DIMENSIONS                       | STATIC FORMAT | 3RD PARTY TAG FORMAT   | MAX INITIAL FILE SIZE | MAX POLITE FILE LOAD | ANIMATION | MAX ANIMATION LENGTH | EXPANDING |
| 300x250                          | .jpg          | <ul style="list-style-type: none"> <li>▶ Standard (static)</li> <li>▶ Javascript (rich media)</li> </ul> | 50 kb                 | 100 kb               | Yes       | 15s                  | No        |

NOTE - HTML5 MUST BE WRAPPED IN A 3RD PARTY TAG

## E. RESPONSIVE MOBILE DISPLAY

| PANDORA - RESPONSIVE MOBILE DISPLAY                                   |        |               |           |           |
|---|--------|---------------|-----------|-----------|
| DIMENSIONS  | FORMAT | MAX FILE SIZE | ANIMATION | EXPANDING |
| 1:1 aspect ratio<br>Any size 600x600 (min)<br>through 1080x1080 (max) | .jpg   | 200 kb        | No        | No        |

NOTE - MUST BE SITE-SERVED BY PANDORA

## F. WEB/MOBILE AUDIO TILE

| PANDORA - WEB/MOBILE AUDIO TILE                                    |        |               |
|--|--------|---------------|
| DIMENSIONS   | FORMAT | MAX FILE SIZE |
| 1:1 aspect ratio<br>Any size 500x500 (min) through 1080x1080 (max) | .jpg   | 200 kb        |

NOTE - MUST BE SITE-SERVED BY PANDORA



## G. WEB BILLBOARD

| PANDORA - WEB BILLBOARD   |                    |                      |                       |                      |                      |               |
|---|--------------------|----------------------|-----------------------|----------------------|----------------------|---------------|
| DIMENSIONS  | SITE-SERVED FORMAT | 3RD PARTY TAG FORMAT | MAX INITIAL FILE SIZE | MAX ANIMATION LENGTH | BANNER LOOPING LIMIT | Z-INDEX VALUE |
| 970x250   | .jpg               | Javascript           | 50 kb                 | 100 kb               | Yes                  | No            |
| NOTE - USE OF FLASH IS NOT PERMITTED. HTML5 MUST BE WRAPPED IN A 3RD PARTY TAG. |                    |                      |                       |                      |                      |               |

## H. MOBILE WELCOME INTERSTITIAL

| PANDORA - MOBILE WELCOME INTERSTITIAL   |        |                       |           |
|---|--------|-----------------------|-----------|
| DIMENSIONS  | FORMAT | MAX INITIAL FILE SIZE | EXPANDING |
| 1:1 aspect ratio<br>Any size 600x600 (min) through 1080x1080 (max)  | .jpg   | 200 kb                | No        |
| NOTE - 1X1 3RD PARTY TRACKING ONLY. PANDORA'S <a href="#">MOBILE AD SUITE TEMPLATE</a> MUST BE USED TO DESIGN THIS UNIT |        |                       |           |