

Destination Builder Plus

AUDIO EVERYWHERE & DISPLAY EVERYWHERE

Audio:

- :15 audio ad
- 500 x 500 Companion Tile (not available on Connected Car)
- 300 x 250 Companion Banner (not available on Connected Car or Connected Home)
- Format: WAV, MP3, AIFF, M4A, .MP4
- Bit rate: 320kbps
- Sample rate: 44.1kHz
- Length: :15 maximum

Display: Standard Banner Web

- Dimensions: 300 x 250 pixels
- Site-served formats: JPG, GIF
- Max initial file size: 100KB
- Max polite file load: 200KB
- Max frame rate: 24fps
- Max animation length: :15
- Banner looping limit: Unlimited

Display: Standard Banner Mobile

- Dimensions: 300 x 250 pixels
- Site-served formats: JPG, GIF
- Max initial file size: 100KB
- Max polite file load: 100KB
- Animation: Yes
- Max animation length: :15
- Expanding: No

Mobile Interstitial:

- Dimensions: 750 x 1100 pixels
- Site-served formats: JPG, GIF
- Max initial file size: 200KB



Example:
300 x 250 pixels

Note: If you would like to take advantage of Pandora's radio recording services to record your audio commercial, please download the Pandora audio recording service form [here](#) or via your creative specifications page on your portal account.

Pandora Radio Creative Due Dates

Pandora insertions will run from April 2019 through October 2019. Timing and creative deadlines are specified below:

FLIGHT DATE	CREATIVE FILES DUE
April Pandora	March 1, 2019
May Pandora	April 1, 2019
June Pandora	May 1, 2019
July Pandora	June 3, 2019
August Pandora	July 1, 2019
September Pandora	August 1, 2019
October Pandora	August 30, 2019

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If you would like to take advantage of Pandora’s free recording service for your :15 audio commercial, please complete the following form fields. This information will be used to inform representatives from Pandora in selecting the most appropriate voice artist to record your :15 audio commercial.

The Pandora Recording Service Form is due to Marcus Thomas four weeks prior to flight date.

Voice Gender Male Female

Voice Age (choose ONE) 13-17 18-22 23-27 28-32 33-37
 38-42 43-47 48-52 53-57 58-62

Directional Words

STYLE (choose ONE) Conversational Announcer

ENERGY (choose ONE) Energetic Laid-Back

DELIVERY (choose ONE) Youthful Mature Neutral

ADDITIONAL DIRECTION (choose TWO)

Cool Funny Refined Sexy

Emotional Informative Rocking Sincere

Excited Professional Sassy Soothing

Fun Promotional Secretive Sweet

Upbeat Other: _____

ACCENT (if applicable) Southern British Australian

New Zealander Other: _____

FINAL Ad Copy Script CAPITALIZE words to be emphasized; please spell phone numbers.

:15 ad = ~40 words

Pronunciation Notes Include PHONETIC SPELLING or provide reference link; note pronunciation of numerals (e.g., \$2.99 = “two ninety-nine” OR “two dollars and ninety-nine cents”)

Additional Notes and Direction Set the scene – the more detail, the better!
