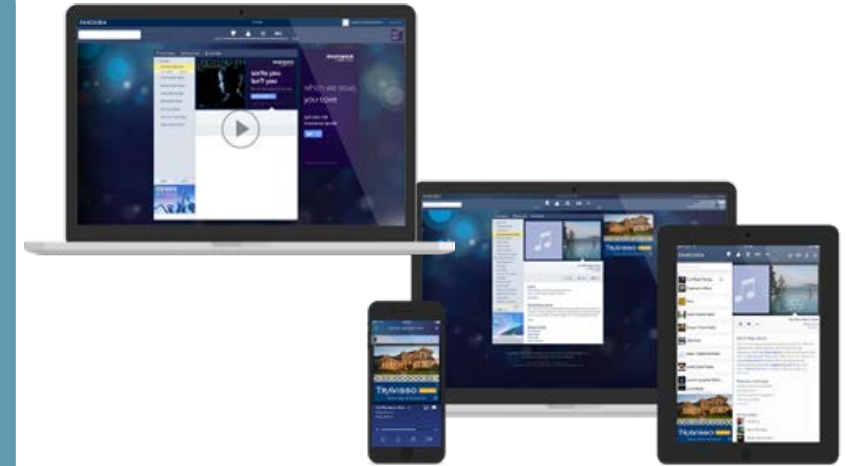


Streaming Radio with Pandora Rocks

Get your brand in sync with artists and fans across all of Pandora's touchpoints with **the most effective and cost-efficient** way to reach your target audience. Pandora's **first-party registration data** can be leveraged to **reach the exact desired audience**. Your creative will be seamlessly woven into the listening experience of Pandora's native environment, **grabbing the attention of listeners during key transitional moments**.

Capabilities:

- State, DMA, or MSA targeting
- Targeting based on age and gender (demographics)
- Additional targeting based on county, zip code, music genre, or audience segment (display and audio only)
- Display: Web/mobile/tablet; ads served on user-interaction; high viewability and 100% share of screen
- Audio: Concurrent display branding on web, mobile, and tablet offers increased engagement far superior to radio
- Video: Served during a station change or a song skip; full-screen experience



Minimum: \$15,000 for audio, display and video; national or geo-targeted

Benchmarks:

Audio CTR: .46%
Display CTR: .73%
Video CTR: 1.39%

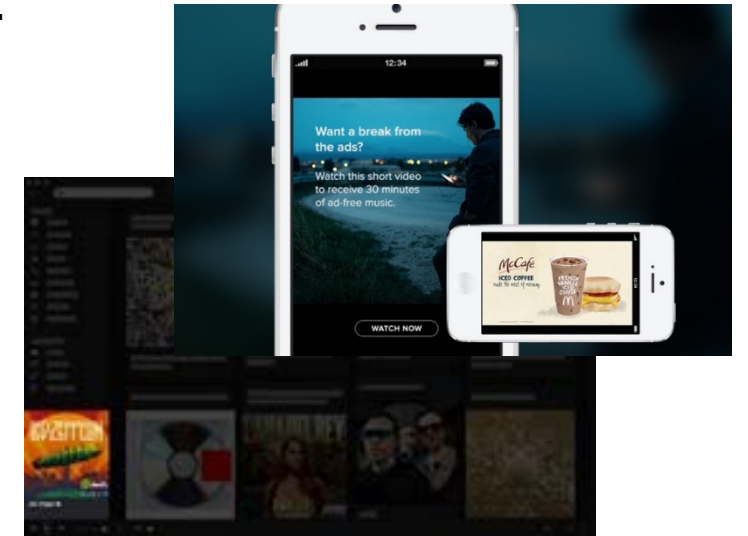


The Perfect Match: Spotify Streaming Radio

Content targeting captures the exact consumers you want to reach down to their specific **habits, mindsets, and tastes**. Leverage first-party data to identify user-generated and **Spotify-curated playlists** aligned with popular activities and moods. With a **100% logged-in user base**, and all-day connectivity, your message will be delivered at **the right time and on the right platform**.

Capabilities:

- Country, city, or DMA targeting based on users' Internet Protocol (IP) address
- Targeting based on age and gender, language, genre, playlist
- Sponsored Session: Mobile and tablet; Offered 30 minutes of ad-free listening
- Audio: Served during commercial ad breaks; 30-second ad every 15 minutes; 1 destination URL can be used
- Display: Clickable Ads; Displayed for 30 seconds; Ads are 100% visible and will not serve if Spotify is minimized; Leaderboard ads only on desktop and web platforms
- Video Takeover: Companion display unit; Served during commercial ad breaks; Desktop only; 100% share of voice and 100% viewable



Minimums: \$15,000

Benchmarks:

Audio: CTR .3%; 90% completion
 Video: CTR .2% - .4%; 90% completion
 Banners: CTR 0.2%; 80-90% viewable

