

PANDORA On-demand Radio Winter Program (Audio and Video)

Pandora is the #1 music app on all devices with 39MM active mobile listeners who spend an average of 2.15 hours per day listening to Pandora. The average CTR for travel advertisers on mobile audio is 2.68. Ads will be targeted by age, gender and DMA on the iPhone and Android. The ads will feature a :30 second audio & :15 video spot driving consumer to the ad with a 500x500 tile and 300x250 banner. The co-op ads will be the only ads displayed on the screen when featured on Pandora. Pandora can track all ads at no charge.

The majority of 12-54 year olds are regular online radio listeners and listening is becoming more and more habitual. While 79% of 12-24 Year olds are listening to online radio, there is a rapid increase monthly against the older demo (55+).

Winter Program Targeting the Northeast/Midwest:

Winter Markets: New York, Boston, Chicago, Philadelphia and Dallas.

Pandora is the #1 station in New York, Boston and Chicago.

Partner Impressions: 582,750 (15% SOV)

Timing: November–February 2017 (2 weeks per month)

Max # of partners: 4

Net Cost: \$3,500

Value: \$12,000

Past results: 91% Video completion and 0.55% CTR

Space & Materials Deadlines: October 10, 2016

Payment Due: October 10, 2016

To upload your materials, please visit gflcvb.starmark.com, find this program and follow directions to upload materials.

Specs: Coop Partners to provide a :15 video and :30 copy, Pandora will produce the audio spot. Banner specs include: Design or creative direction, Sample ads in illustrator or large PSD file format (if possible). More detailed specs will be provided at the time of commitment.

Billing will go directly through Starmark International