

# AD SPECS

## RESOURCES

**Audio + Design Templates:** <https://www.pandora.com/adtemplates/>

Lead times, available products, features, specs, and amount of creative assets may vary per campaign. Contact your SXM Media Sales Representative to confirm specifications.

### Standard Lead Time

	Event Stage	Who?	Timing
<b>Design</b> 8 Days	Initial Design	SXM Media	2 Days
	<b>Review / Feedback</b>	<b>Client</b>	<b>2 Days</b>
	Design Revisions	SXM Media	2 Days
	<b>Final Revisions / Approval</b>	<b>Client</b>	<b>2 Days</b>
<b>Production + Trafficking</b> 4 Days	Production	SXM Media	2 Days
	Trafficking	SXM Media	2 Days

## AD SPECS

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

[Audio](#)

[Video](#)

[Web Standard Banner](#)

[Mobile Standard Banner](#)

[Responsive Mobile Display](#)

[Web/ Mobile Audio Tile](#)

[Mobile Welcome Interstitial](#)

[Web Skins](#)

[Programmatic](#)

**AUDIO**

<b>Format</b>	MP3
<b>Bit Rate</b>	320 kpbs
<b>Sample Rate</b>	44.1 kHz
<b>Length</b>	10s, 15s, 30s

Note: Slates removed, if possible. SXM Media can provide slate removal services with 24 hour lead time.

**VIDEO**

<b>Dimensions</b>	16:9 - 854x480, 4:3 - 640x480, 9x16 - 480x854*, 2:3 - 480x720* <i>*Video Plus and Sponsored Listening only</i>
<b>Source Video Format</b>	Uncompressed .mov, .avi, MPEG-1, MPEG-4
<b>Max Source Video File Size</b>	50mb
<b>Max Encoded Video File Size</b>	5mb (web), 2.2mb (wifi), 1mb (3G)
<b>Encoded Format</b>	.mp4
<b>Max Video Frame Rate</b>	24fps

**WEB STANDARD BANNER**

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

**MOBILE STANDARD BANNER**

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

**RESPONSIVE MOBILE DISPLAY**

<b>Dimensions</b>	1:1 aspect ratio Any size 600x600 (min) through 1080x1080 (max)
<b>Format</b>	.jpg
<b>Max File Size</b>	200kb
<b>Animation</b>	No
<b>Expanding</b>	No
<b>Note</b>	Must be site-served by SXM Media

**WEB / MOBILE AUDIO TILE**

<b>Dimensions</b>	Any size 500x500
<b>Format</b>	.jpg
<b>Max File Size</b>	200kb
<b>Note</b>	Must be site-served by SXM Media

**MOBILE WELCOME INTERSTITIAL**

<b>Dimensions</b>	750x1400
<b>Format</b>	.psd
<b>Max Initial File Size</b>	150kb
<b>Expanding</b>	No
<b>Note</b>	1x1 3rd party tracking only. SXM Media's <a href="#">Mobile Ad Suite template</a> must be used to design this unit.

**WEB SKINS**

<b>Dimensions</b>	1920x1080
<b>Format</b>	.psd
<b>Max Final File Size</b>	300kb
<b>Note</b>	<p>Must be site-served by SXM Media. Skins are not clickable. Can run with 300x250 or 300x600 companion banner.</p> <p>Pandora.com is responsive, meaning user interface elements and Web Skins will respond with the size of the browser window. SXM Media's <a href="#">Web Skin Design Templates</a> must be used to design this unit.</p>

# PROGRAMMATIC AD SPECS

## RESOURCES

**Audio + Design Templates** <https://www.pandora.com/adtemplates/>

Lead times, available products, features, specs, and amount of creative assets may vary per campaign. Contact your SXM Media Sales Representative to confirm specifications.

### PROGRAMMATIC WEB DISPLAY - STANDARD BANNER

<b>Dimensions</b>	300x600 or 300x250
<b>Max Initial File Size</b>	150KB
<b>Max Polite File Load</b>	2.2MB
<b>Max Download Size</b>	All non-video ads must comply with a download limit of 5MB
<b>Max HTTP/ FTPS Calls</b>	<100
<b>Max Number of Cookies</b>	<25
<b>Max Animation/ Loop Length</b>	30 seconds
<b>Rich Media</b>	Only <b>non-expanding</b> 300x600 and 300x250 creative. <b>**Specific to SXM Media policy and certified by AdTech**</b>
<b>Flash/ SWF</b>	Use of Flash/SWF is not permitted as browsers have adopted plugins/settings which auto-pause Flash content
<b>Creative/Tags</b>	All creatives & tags must be <a href="#">SSL compliant</a> and approved by the DSP & Google AdX. Creatives need to be uploaded to AdX to ensure there are no unsecure or invalid calls. Creatives must be re-uploaded in AdX if there are any adjustments mid-flight. Confirm which additional tags have been appended (viewability, brand safety, brand study, DMP) to ensure seamless setup & troubleshooting.
<b>LP URLs</b>	Send SXM Media campaign URLs if ads redirect to a non-advertiser specific page (Facebook, YouTube etc.)
<b>Whitelists</b>	Campaign click-through URLs should be submitted to AdX for whitelisting. To ensure proper transacting, confirm that Pandora is whitelisted as an inventory source.
<b>Pre-Bid Filters</b>	Any pre-bid filters (viewability, brand safety etc.) will only work for web. <b>**Specific to SXM Media policy and certified by AdTech**</b>

**PROGRAMMATIC MOBILE DISPLAY - STANDARD BANNER**

<b>Dimensions</b>	300x250
<b>Site-Served Formats</b>	.jpg, .gif, .png
<b>Max Initial File Size</b>	150KB for Mobile & Tablet
<b>Max Polite File Load</b>	2.2MB
<b>Max Download Size</b>	All non-video ads must comply with a download limit of 5MB
<b>Max HTTP/ FTPS Calls</b>	<100
<b>Max Number of Cookies</b>	<25
<b>Max Animation/ Loop Length</b>	30 seconds
<b>Rich Media</b>	SXM Media only supports <b>non-expanding</b> 300x250 creatives. <b>**Specific to SXM Media policy and certified by AdTech**</b>
<b>HTML5</b>	Programmatic ads rendered via the Google SDK are MRAID compliant & can run HTML5 creative. Direct sold campaigns are custom rendered within the Google SDK, causing them to not be MRAID compliant and require utilizing a Pandora API to run HTML5. <b>*Specific to SXM Media policy and certified by AdTech**</b>
<b>Creative/Tags</b>	All creatives & tags must be <a href="#">SSL compliant</a> and approved by the DSP & Google AdX. Creatives need to be uploaded to AdX to ensure there are no unsecure or invalid calls. Must be re-uploaded in AdX if there are any adjustments mid-flight. Additionally, confirm which additional tags have been appended (viewability, brand safety, brand study, DMP) to ensure seamless setup & troubleshooting. Do not layer on pre-bid viewability targeting or frequency cap targeting on 1 <sup>st</sup> party data deals on mobile.
<b>Environment</b>	Target in-app only for mobile. SXM Media has no mobile web inventory. <b>**Specific to SXM Media policy and certified by AdTech**</b>
<b>Whitelists</b>	Campaign click-through URLs should be submitted to AdX for whitelisting. To ensure proper transacting, confirm that Pandora is whitelisted as an inventory source.
<b>Pre-Bid Filters</b>	Any pre-bid filters (viewability, brand safety, etc.) will only work for web, not in-app <b>**Specific to SXM Media policy and certified by AdTech**</b>

**PROGRAMMATIC VIDEO - MOBILE/ WEB**

	Mobile	Web
<b>16:9 Aspect Ratio</b>	Min width: 480 Max width: 1280 <i>Aspect ratio is not VAST compliant, creative dimensions must be pixels</i>	854x480
<b>4:3 Aspect Ratio</b>	Min height: 270 Max height: 720 <i>Aspect ratio is not VAST compliant, creative dimensions must be pixels</i>	640x480
<b>Max File Size</b>	50 mb	50mb
<b>Bit Rate</b>	96 - 4500	
<b>Max Video Frame Rate</b>	24 fps	24 fps
<b>Source Video Format</b>	.mp4	Uncompressed .mov, .avi, .mp1, .mp4
<b>VAST Support</b>	Mobile VAST 3.0	Web VAST 3.0
<b>VPAID Support</b>	No	VPAID 2.0
<b>Companion Banner</b>	Optional Static 300x250	Optional Static 300x250 Static 300x600
<b>Max Video Length</b>	30 sec	30 sec
<b>Skippable</b> *SXM Media does not accept skippable video, the skip after :15 is controlled by SXM Media	<:15s video = non-skippable :30s video = skippable after 15s	<15s video = non-skippable :30s video = skippable after 15s

**Note**

We can only support 1 tracker for each trackable event (impression, video start, quartiles, etc.). VAST is not supported for Direct Sold Cross Platform Video Everywhere and Rewarded CPV (Video Plus) products.

**AUDIO CREATIVE GUIDELINES****PROGRAMMATIC AUDIO - MOBILE (iOS, Android)**

## Audio File

<b>Audio Length</b>	:15, :30 (non-skippable)
<b>Format</b>	.mp3 recommended (Adswizz to transcode)
<b>Bit Rate</b>	320 kbps
<b>Max File Size</b>	2.2Mb

## Static Image or Companion Banner

<b>Dimensions</b>	Any size 600x600 (min) through 1080x1080 (max), 1:1 aspect ratio; <u>or</u> 300x250 (secondary option if 1:1 not available)
<b>Static Format</b>	.jpg, .gif
<b>3rd Party Tag Formats</b>	Standard, Javascript
<b>Max Initial File Size</b>	100kb
<b>Max Polite File Load</b>	100kb
<b>Animation</b>	No
<b>Expanding</b>	No



**PROGRAMMATIC AUDIO - WEB (iOS, Android)**

Audio File

<b>Audio Length</b>	:15, :30 (non-skippable)
<b>Format</b>	.mp3
<b>Bit Rate</b>	320 kbps
<b>Max File Size</b>	2.2Mb

Static Image or Companion Banner

*Up to two companions supported for web (Tile and Right-hand-rail)*

500x500 Tile (displayed where album artwork is)

<b>Dimensions</b>	500x500
<b>Formats</b>	.jpg
<b>Max File Size</b>	100kb

300x600 or 300x250 Companion Banner (appears on the rail)

<b>Dimensions</b>	300x600 or 300x250
<b>Formats</b>	.jpg, .gif
<b>3rd Party Tag Formats</b>	Standard, Javascript
<b>Max File Size</b>	100kb

*\*SXM Media requires media and trackers to be supported over both http and https.\**