

Ad Specifications & Guidelines

With our latest release we've added support for a number of display banner sizes. To get the most possible impressions, it helps to prepare and upload the following formats:

Recommended banner formats:

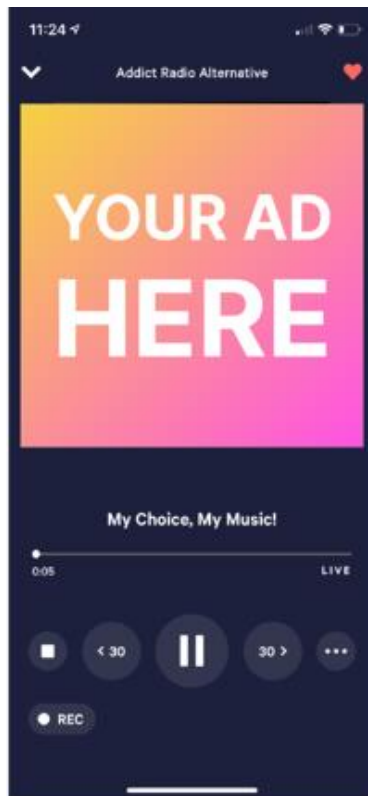
- **Square banner (min 640 x 640 pixels)**

On the file types front, we support JPEG, PNG and GIF. Please note that animated GIF's are currently not supported.

	AUDIO FILE	COMPANION BANNER
LENGTH/ DIMENSIONS	30 seconds or less	640 x 640 pixels
FILE TYPE	MP3, M4A, and WAV	JPEG or PNG
MAX FILE SIZE	1 MB	200 KB
AUDIO SPECS	WAV - 16-bit 44.1 kHz or MP3- at least 192 kbps RMS normalized to -14 dBFS Peak normalized to -0.2 dBFS	



pandora



TUNE IN



iHeart
RADIO


DIGITAL AUDIO

If you have an audio ad ready or you can create one yourself, you can supply it directly to us.

It must be **30 seconds or less** in one of the following supported formats:

- **mp3**
- **wma**
- **aac**
- **ogg**
- **wav**

In order to maintain the highest quality experience for our streaming listeners, we require all advertisers on Digital Audio to strictly observe the following guidelines:

General Content Requirements: in order to provide listeners with a quality experience when interacting with advertisers, the following general content requirements should be met:

- Ads must directly relate to the content on the landing page, and must clearly represent the company, product, brand, or service that is being advertised.
- Ads must not be false, misleading, fraudulent, inaccurate, unfair, or contain gross exaggeration, unsubstantiated claims, spam, harmful code, or other disruptive content.
- Ads cannot insult, harass, or threaten a listener, or be vulgar, profane, abusive, defamatory, libelous, or otherwise objectionable. Targeting audiences that would likely be offended by the product or service you are promoting is a violation of Digital Audio ad policy.

- Ads cannot contain hate speech, whether directed at an individual or a group, and whether based upon the race, sex, creed, national origin, religious affiliation, marital status, sexual orientation, gender identity, or language of such individual or group.
- Ads must not violate the intellectual property rights of a 3rd party.
- Ads may contain languages other than English under certain conditions. All submissions of non-English ads must be accompanied by an accurate English translation.
- Use of the publishers' names (e.g. Pandora, iHeart, or other audio publishers), logo or other brand features without prior approval is not permitted. For example, ads cannot mimic or resemble a publisher's graphics, text or other aspects of a publisher's "look-and-feel".
- Ads may not suggest the endorsement or partnership of the publisher (e.g. Pandora, iHeart, or other audio publishers).

Prohibited Content Categories: the products listed below are prohibited from advertising on Digital Audio partner properties.

- Academic Aids
- Ads that capture Personally Identifiable Information (PII) from Pandora and other publishers
Listeners Without Permission
- Adult and Sexual Content
- Aids to Pass Drug Tests
- Hate or "Anti" Language
- Violent or Shocking Content
- Confusing Websites
- Unauthorized and/or Unlawfully Distributed Copyrighted Works
- Counterfeit, Fake or Bootleg Products and Designer Goods
- Data Entry Affiliate Programs
- Drugs and Drug Paraphernalia
- Endangered Species
- Fake Documents

- Fireworks and Pyrotechnic Devices
- Redband Movie Trailers, Video Games and TV Clips
- Non-Refundable Fee Auction Sites
- Prostitution
- Questionable Health Claims
- Schemes and Scams
- Tobacco, Cigarettes, Marijuana, and E-cigarettes
- Traffic Devices
- Weapons

Restricted Content Categories: in order to provide listeners with a quality experience when interacting with our advertisers, we may require that the following categories of ads be subject to review and may have additional required targeting and/or content restrictions. Restrictions apply to display and audio components of an ad.

- Adult Content, Profane or Sexually Lewd Audio Content
- Ads Directing Listeners to Services that Compete with our Publishers
- Age-Restricted Content
- Alcohol
- Contests, Games of Chance, Gambling, and Sweepstakes
- Ads Relating to Pharmaceutical and Other Health-Related Products and/or Services
- Political and Religious Content
- Depictions of Drugs, Alcohol and Tobacco
- Impersonation
- Solicitation of Funds
- Movie Trailers, Video Games and TV Clips Involving the Inappropriate Use of Sex, Horror, Shock or Violence