SOLIDARITY
STRATEGIES

ADVERTISING ON PANDORA RADIO

Latinos connect to their culture with music and heavily use their mobile devices

Hispanics spend more time streaming music on mobile than with anything else **– 23 hours per month on Pandora**

1 in 2 online Hispanics in the US tune-in to Pandora regularly, making it the #1 music streaming service

90% of Hispanics on Pandora listen via Mobile

Source: Comscore Media & Mobile Metrix, April 2016

Pandora Confidential

PANDORA

LATINOS LISTENERS ON PANDORA

PANDORA REACHES 17.5MM VOTING AGE LATINOS

2x

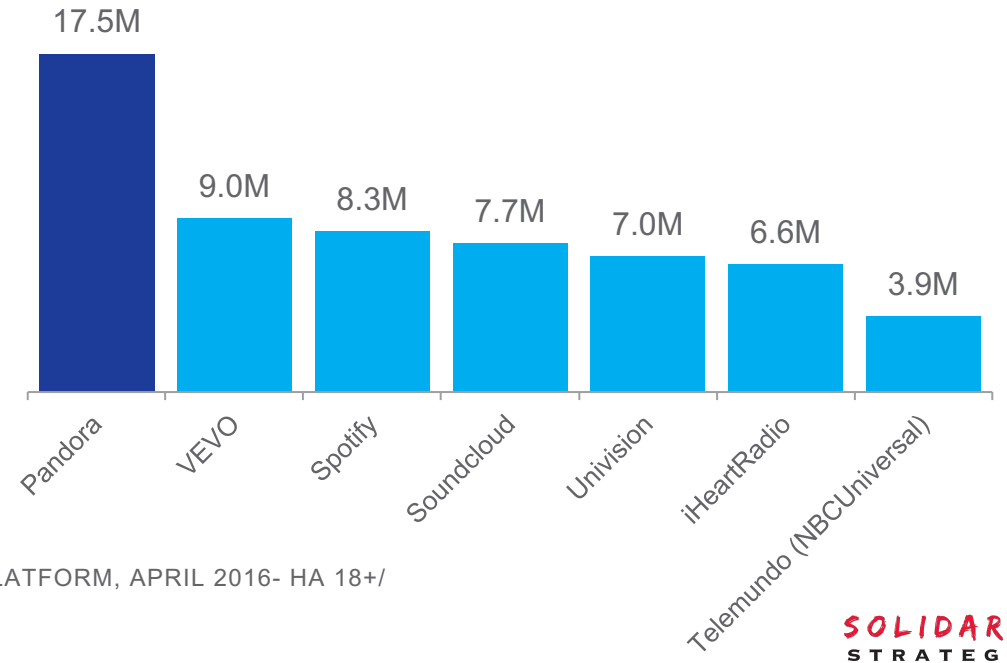
Larger than the next biggest competitor

#1

Spanish Radio Station in Key Markets

MUSIC & SPANISH LANGUAGE PROPERTIES

UNIQUE LATINO VISITORS



SOURCE: MUVS, COMSCORE KEY MEASURES – MULTIPLATFORM, APRIL 2016- HA 18+/ SCARBOROUGH

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TARGET CONSUMERS WITH SCALE, ACCURACY, & QUALITY DATA

Pandora leverages listener registration, behaviors, and listener surveys, plus trusted 3rd party data to cultivate a rich audience segment for advertisers.

PROPRIETARY

- **Spanish Preferred**: 50-100% time spent listening to Spanish-Language intensive music
- **Bilingual:** 20-49% time spent listening to Spanish-Language intensive music
- **Latin Genre:** Spanish-language music including sub-genres like Salsa, Bachata, Reggaeton, Cumbia and more

CUSTOM (1st/2nd/3rd PARTY)

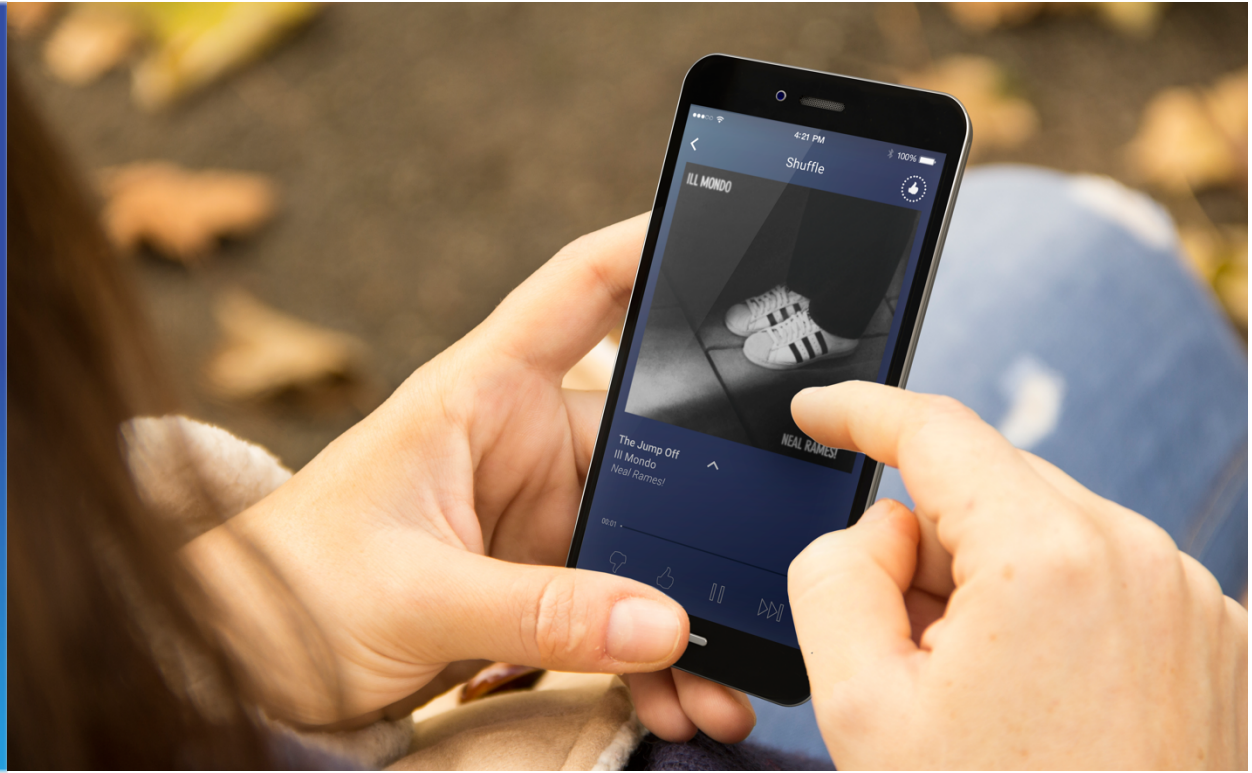
- HA Mom
- HA College Student
- HA Parents (0-11)
- HA Small Biz Owners
- HA HHI <$50K
- HA HHI >$75K

PANDORA PRODUCT OVERVIEW

AUDIO EVERYWHERE

VIDEO EVERYWHERE

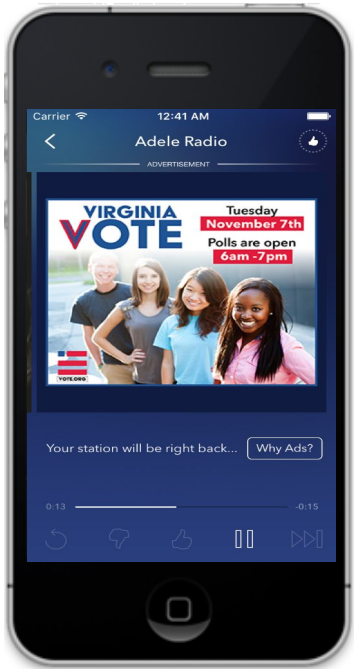
DISPLAY EVERYWHERE



AUDIO EVERYWHERE

REACH YOUR AUDIENCE IN :15 OR :30 AUDIO SPOTS.

- **Cross-Platform Presence:** Reach your target audience wherever they are listening
- **Engaged Audience**: Concurrent display branding on web, mobile, and tablet offers increased engagement far superior to radio
- **Premium Targeting:** Leverage Pandora's registration data to reach your exact audience



DISPLAY EVERYWHERE

- **Cross-Platform Presence:** Delivery is based on user consumption so your message reaches users wherever they're listening

- **Engaged Audience**: Display ads are served on user-interaction, ensuring high viewability and 100% share of screen until the next interaction

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DISPLAY & VIDEO ADS

- **Presence:** Video ads are paired with display ads before and/or after the video finishes.
- **Length**: 30 secs
- **Engagement:** Users remain engaged by viewing the video delivered and can tap at anytime to be led to a landing page of the client's choice.

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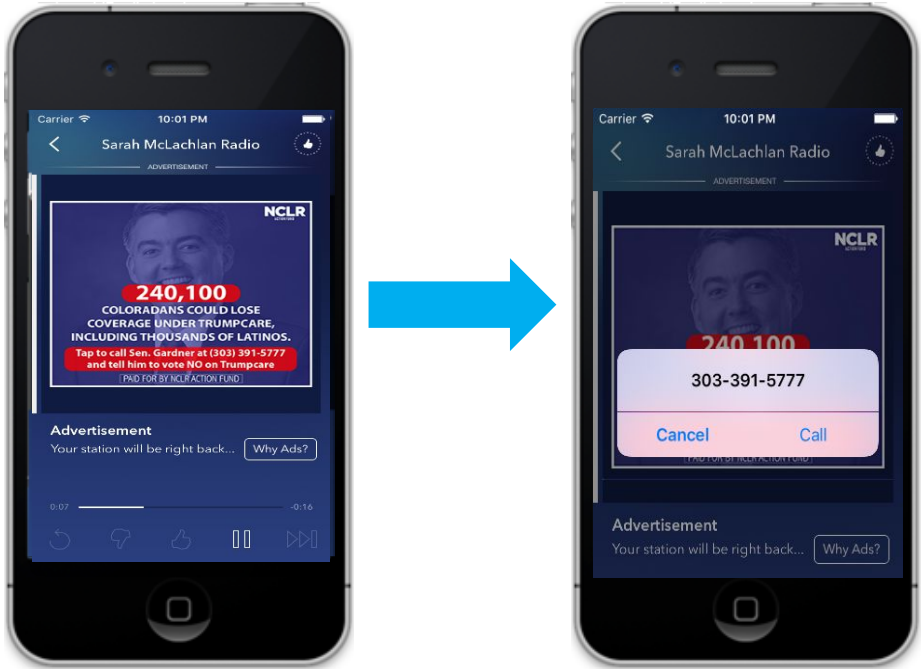
“TAP-TO-CALL”

IF THE CALL TO ACTION IS TO HAVE LISTENERS CALL A NUMBER, THESE ADS CAN DIRECTLY CONNECT THEM



*“Call **Senator Gardner** and let him know that you're counting on him to protect **your** healthcare.*

***TAP** on this display **now** to **call** Senator Gardner and tell him to **vote no** on Trumpcare.”*

PAST "TAP-TO-CALL" REPORT

Line item	Impressions	Unique Visitors	Calls Started	Frequency	Call Start Rate
Pennsylvania - Toomey					
Banner - Display Everywhere	19,132	11,483	62	1.67	0.32%
Audio Everywhere	51,522	26,689	219	1.93	0.43%
Total	**70,654**	**38,172**	**281**		
Ohio - Portman					
Banner - Display Everywhere	10,353	5,888	56	1.76	0.54%
Audio Everywhere	18,167	9,999	119	1.82	0.66%
Total	**28,520**	**15,887**	**175**		
Nevada - Heller					
Banner - Display Everywhere	24,520	13,389	120	1.83	0.49%
Audio Everywhere	43,945	23,126	82	1.90	0.19%
Total	**68,465**	**36,515**	**202**		
Colorado - Gardner					
Banner - Display Everywhere	25,602	14,691	122	1.74	0.48%
Audio Everywhere	26,447	17,184	47	1.54	0.18%
Total	**52,049**	**31,875**	**169**		
Arizona - Flake					
Banner - Display Everywhere	52,769	27,996	49	1.88	0.09%
Audio Everywhere	102,542	52,373	16	1.96	0.02%
Total	**155,311**	**80,369**	**65**		
Total of all campaigns	**374,999**	**202,818**	**892**		

This "Tap-To-Call" audio & display campaign ran in targeted Congressional Districts for one week as legislation was being voted on.

Impressions = **374,999**
Reached **202,818** unique users
Started **892** calls

Detailed reporting available to demonstrate the ad's delivery, frequency, number of calls started and the call start rate.

EXAMPLE CAMPAIGN REPORTING

FLIGHT DATE: 2016
BUDGET: $110,495

PRODUCTS:

Mobile Audio
35+, Colorado Springs, Denver, Columbus, Cleveland, and Detroit DMAs

Web Audio
35+, Colorado Springs, Denver, Columbus, Cleveland, and Detroit DMAs

OVER DELIVERY
GUARANTEED PAID IMPRESSIONS: **20,089,998**
DELIVERED PAID IMPRESSIONS: **20,101,089**

REACH & FREQUENCY
UNIQUE REACH: **874,057**
CAMPAIGN FREQUENCY: **7.59**

ENGAGEMENT
TOTAL CLICKS: **45,568**
CAMPAIGN AVERAGE CTR: **0.68%**

PAST AUDIO & DISPLAY REPORT

Package Name	Breakdown	Impressions Delivered	Clicks	CTR	Reach	Frequency
DISPLAY EVERYWHERE		**175,427**	**600**	**0.34%**	**25,562**	**6.86**
	Female, 18-20	17,150	36	0.21%	1,546	11.09
	Female, 21-24	26,322	79	0.30%	2,817	9.34
	Female, 25-29	11,455	17	0.15%	1,882	6.09
	Female, 30-34	8,733	18	0.21%	1,496	5.84
	Female, 35-39	7,406	20	0.27%	1,294	5.72
	Female, 40-44	7,044	12	0.17%	1,069	6.59
	Male, 18-20	9,001	22	0.24%	799	11.27
	Male, 21-24	16,871	42	0.25%	1,805	9.35
	Male, 25-29	11,127	39	0.35%	2,046	5.44
	Male, 30-34	9,239	27	0.29%	1,864	4.96
	Male, 35-39	8,897	30	0.34%	1,752	5.08
AUDIO EVERYWHERE		**45,489**	**26**	**0.06%**	**18,342**	**2.48**
	Female, 18-20	2,433	2	0.08%	870	2.80
	Female, 21-24	3,771	1	0.03%	1,521	2.48
	Female, 25-29	3,272	3	0.09%	1,542	2.12
	Female, 30-34	2,694	1	0.04%	1,280	2.10
	Female, 35-39	2,068	2	0.10%	1,026	2.02
	Male, 18-20	1,441	1	0.07%	487	2.96
	Male, 21-24	3,485	1	0.03%	1,126	3.10
	Male, 25-29	3,817	-	-	1,530	2.49
	Male, 30-34	3,807	3	0.08%	1,444	2.64
	Male, 35-39	3,005	1	0.03%	1,283	2.34
	TOTAL	**220,916**	**626**	**0.28%**	**31,656**	**6.98**

This Spanish audio & display campaign ran in Orlando for one week with a budget of $5,000.

Impressions = **220,916**
Reached **31,656** unique users

Detailed reporting available to demonstrate the ad's delivery, reach, frequency, and user engagement.

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CBE Certified Business Enterprise Program

SBA 8(a) Certified

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PANDORA