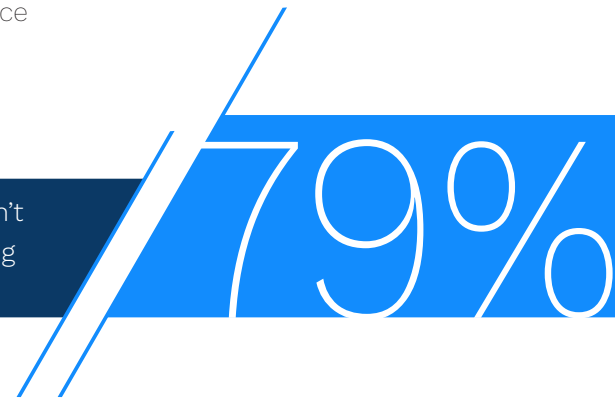




### Reach people listening to popular streaming audio apps such as Spotify, iHeartRadio, TuneIn and Targetspot.

Reinforce brand message at different points in a **potential customer's** day while they listen to news, music, and podcasts. Efficiently target your audience through geography, playlists, genres, and demographic information.

79% of audio is consumed during activities where visual media can't reach users such as commuting & driving, biking, shopping, working out, and other activities\*



#### BENEFITS

- Drives brand awareness through an immersive medium.
- Target younger audiences in a personal environment with high listen-through rates.
- Measure KPIs including ad completion rate, minutes listened, impressions, and banner clicks.

#### FEATURES

- 15 or 30 second mp3, AAC, or Ogg audio files with a max file size of 20MB and bit rate of 128kb can run across desktop\* and mobile inventory on iHeartRadio, Spotify, Targetspot and TuneIn. (Spotify runs on mobile app only.) Some inventory allows for a 300x250 companion banner.

#### TARGETING

Geo-targeting as granular as ZIP code, Genre, Demographics, 3rd Party Data, and language targeting.

\* Source: [Adobe]