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STANDARD AUDIO PRODUCTION TEMPLATE

Our creative team specializes in crafting audio ads optimized to resonate with listeners through a personal, targeted listening experience. From strategic, imaginative script ideation to dynamic sound design and production, our team takes pride in creating audio advertising that's innovative, relevant, and effective.

All advertising creative produced by Pandora / Studio Resonate is authorized for use only on Pandora and/or other approved publishers in connection with a Pandora media buy.

BEST PRACTICES

- Address the individual listener.
- Present your benefit to them in a direct, simple manner. **Less is more.**
- Tell the listener what you want them to do with a **clear call to action**.
- Use a **conversational tone** to provide a seamless transition from music to ad.
- Read your script aloud to check length and flow of language.

☐ **All copy submitted must be final.** I've read the **FINAL COPY** aloud to confirm length, tone and message.

KEEP IN MIND IF YOU HAVE PURCHASED AN AUDIO EVERYWHERE AD PRODUCT

- Audio Everywhere ads play on multiple platforms, **including those without display banners** (Connected Car, for example).
- We recommend **"tap" over "click"** because the majority of usage is on mobile.
- Tap/Click CTAs, if used, **must be accompanied by a second, alternate CTA** leading to same result.
CORRECT EXAMPLE: "Tap now or visit **WEBSITE URL** to find a location near you."
INCORRECT: "Stop by or tap now to find a location near you."
The alternate CTA must direct the listener to the same result (in this case, to find a location).

AUDIO INTAKE FORM

GENDER (Choose 1)	☐ Male ☐ Female				
AGE (Choose 1)	☐ Teen (A 13-17)	☐ Young Adult (A 18-32)	☐ Adult (A 33-47)	☐ Mature Adult (A 48-67)	☐ Senior (A 68+)
DIRECTIONAL WORDS	STYLE (Choose 1) ☐ Conversational ☐ Announcer	PACING (Choose 1) ☐ Energetic ☐ Laid-back	ADD'L DIRECTION (Choose 2) ☐ Promotional ☐ Soothing ☐ Fun ☐ Informative ☐ Sincere ☐ Refined ☐ Excited ☐ Cool ☐ Upbeat		
FINAL SCRIPT :10 ad = ~25 words :15 ad = ~40 words :30 ad = ~80 words	CAPITALIZE words to be emphasized and please SPELL OUT NUMBERS <i>(phone numbers, addresses, car models, years, etc.)</i> Looking for a pharmacy? [Kroger Health] OR [Banner Pharmacy] makes it easy to transfer prescriptions. And we're here when you need us: 7 days a week, weekends and weeknights. You can request a prescription transfer in person or online. To learn more, visit banner.com/transfers. Restrictions and exclusions apply. See site for details.				

PRONUNCIATION NOTES	Please include PHONETIC SPELLING or provide reference link.
TARGET AUDIENCE	Please be as specific as possible .
ADDITIONAL NOTES & RESOURCES	Do you have an example that Pandora should use as a reference? <i>Set the scene – the more details the better!</i>

Have you previously advertised with Pandora and would like to:

- ☐ Use the *same* voice talent (name of previous voice talent: _____)
☐ Use a *different* voice talent (name of previous voice talent NOT to use: _____)
☐ Not Applicable

A note on casting: Studio Resonate stands against racism. We are committed to representing the diversity of our staff and our audiences through the casting of BIPOC voices and production of ad campaigns that amplify our values of inclusion, equity, and community. Together, we can redefine the sound of the American voice.

MUSIC

Pandora is happy to supply a music bed to play under the voiceover in your audio ad.

Note: Pandora cannot provide music from our radio library.

You may also provide your own music bed *if you have secured the licensing rights*.

- Please provide in **WAV**, or **AIF** format.
- Pandora will place under the Voice Over copy.

MUSIC TEMPO (Choose 1)	☐ Slow, mellow ☐ Medium-paced ☐ Fast, upbeat
MUSIC GENRE (Choose 1)	☐ Pop ☐ Rock ☐ Jazz ☐ Dance/Electronic ☐ Hip-Hop ☐ Latin ☐ Country ☐ Classical ☐ Other:
INSTRUMENTATION (Choose 1)	Are there specific instruments you would like featured? ☐ Piano ☐ Guitar ☐ Strings ☐ Horns ☐ Drums ☐ Other:
ADDITIONAL NOTES/ REFERENCES <i>Anything that could be useful</i>	