



PROGRAMMATIC AUDIO

TARGET STREAMING LISTENERS
WITH PINPOINT PRECISION

We take music with us everywhere we go - from the gym to the shower, from the house to the car, and from the office to the subway. Programmatic audio advertising allows us to take the power of radio and extend that reach to digital with precise audience targeting. It is a non-skippable, brand-safe audio advertising offering using premium broadcasters and internet music services.

Deliver ads to your ideal customer and not just a channel they might be listening to! With programmatic audio, we can target the exact users you want to reach by age, gender, location and even musical interests. AND, that audience is growing at an incredible rate.



225M

Americans will listen to streaming audio in 2023.

105 MINS

Americans are projected to listen to streaming audio for 1 hour and 45 mins per day by 2024, which is a 17% increase from 2020.

1/5TH

US adults spend a fifth of their daily digital media time with digital audio.

AUDIENCE TARGETING:



AGE



GENDER



LOCATION

MUSICAL
TASTETHIRD-PARTY
DATA

PROGRAMMATIC AUDIO CREATIVE SPECS:

**Supported Audio Files:**

MP3, M4A, WAV

**Recommended Bitrate:**

160 kbps

**Available Spot Length:**

15 and 30 seconds

**Companion Banners are available:**

- JPEG Only
- 300x250