radio.com

2014 Media Kit

▶ radio.com

A 24/7 Interactive Music Network

Radio.com is a 24/7 interactive music network. From best in class streaming stations to original programming and music coverage, there is something for every fan.

The Best In Online Radio

Music	Sports	News/Talk

Demographics:

Age

18-34	34%
25-54	54%
50+	35%
Median Age	44

Gender

Male	51%
Female	49%

Education

College Grad	25%

Household Income

$75K	57%
$100K	39%
Median HHI	$77.5K

Home Ownership

Own Home	50%
Rent	42%

Highlights:

327+ online radio stations featuring news/talk, sports, music, and exclusive specialty stations

42.2MM monthly page views

4MM monthly unique listeners

23MM total listening hours

+12% radio.com music sites YOY growth

80+ social media accounts

Exclusive Content

Original Video Programming

Radio.com brings to life original content through storytelling and producing vivid engaging messages. Get the inside look at the unique point of view from the music industry.

- Q&A Interviews with A-list celebrities
- Fashion and beauty secrets from celebrity stylists
- Expert advice and feedback from sports analysts and personalities
- Partnership with CBSSports.com to produce fantasy football videos

Premium Editorial Content

Radio.com covers the latest in every genre with daily news and long form features. Innovative in-depth stories, exclusive galleries, red carpet fashion advice, and celebrity interviews allows radio.com to consistently deliver breaking entertainment news. Franchises include:

- Radio Feedback
- New Music to Know
- Festival Coverage
- Style Files

Complementing CBS Tentpoles

Aligning with expert editorial and original programming, radio.com covers the best in music with the GRAMMYs Awards and the Academy Of Country Music Awards. From the red carpet to the after party, Radio.com delivers the highlights, photos, and recaps the best celebrity moments.

Sources: Getty Images for radio.com.

Live Streaming And Events

Events

The biggest music festivals and events across the nation. Whether it is through exclusive live streaming, interviews, behind-the-scenes videos, social media, product integration, or sweepstakes, our 360 multi-platform coverage makes getting on-stage just a click away.

Broadband In-Studio Streaming

Users get the rare opportunity to see what happens inside the studio of their favorite radio show.

V-103 The People's Station

[NOW!] 99.7 FM ALL THE HITS

Alice @ 97.3

KZOK 102.5 FM

Straight from the studio on an interactive video player:
• V-103 The Ryan Cameron Show and Big Tigger
• 99.7Now Fernando and Greg
• Alice@97.3 Sarah and Vinnie
• 102.5 KZOK The Danny Bondauce Show

Music Charts

Top Music Refreshed Hourly

Covering every genre, the radio.com music charts visibly show listeners the most popular songs and CBS Radio stations of the hour.
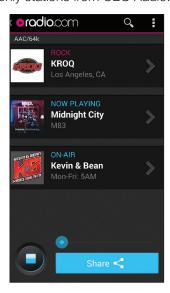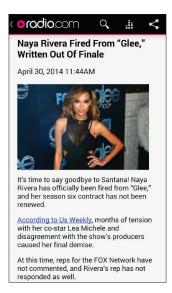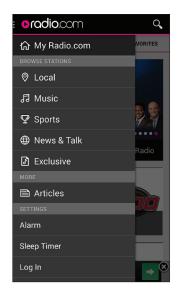

Mobile

Connecting Users Everywhere

Stream radio stations anywhere with the radio.com app. Available on iOS and Android platforms, radio.com features over 300 live broadcast, HD and digital-only stations from CBS Radio.

Website Ad Specs

Placement	Dimensions	Format	Flash Guidelines	File Size	Animation	Looping
Medium Rectangle	300x250	JPG, GIF, HTML, Flash	Flash 10 compatible or Lower	JPG, GIF - 30k MAX. Flash - 70k MAX	30 seconds	3x
Leaderboard	728x90	JPG, GIF, HTML, Flash	Flash 10 compatible or Lower	JPG, GIF - 30k MAX. Flash - 70k MAX	30 seconds	3x
OPA Pencil	970x66	JPG, GIF, HTML, Flash	Flash 10 compatible or Lower	JPG, GIF - 70k MAX. Flash - 70k MAX	30 seconds	N/A
OPA Pushdown	970x66 (collapsed), 970x418 (expanded)	JPG, GIF, HTML	N/A	970x66 - 70k MAX 970x418 - 150k MAX	30 seconds	3x
Half Page	300x600	JPG, GIF, HTML, Flash	Flash 10 compatible or Lower	JPG, GIF- 30k MAX. Flash - 70k MAX	30 seconds	3x
Branded Wallpaper	1768x1050	JPG	N/A	150k MAX	N/A	N/A
Hub/Section Sponsorship	150x40	JPG,GIF, HTML	N/A	30k MAX	N/A	N/A
Ribbon Sponsorship	120x60	JPG,GIF, HTML	N/A	30k MAX	N/A	N/A
Photo Galleries Pre-roll	780x500	MP4, VAST/VPAID	N/A	5MB Max	30 seconds	N/A
DL Pre-roll	620x350	MP4, VAST/VPAID	N/A	5MB Max	30 seconds	N/A
Worldnow Pre-roll	640x480	MP4, VAST/VPAID	N/A	5MB Max	30 seconds	N/A

Third Party Ad Serving Details
• Script tags, iFrame tags, standard tags, vast/vpaid may be accepted
• Audio may be accepted

Rich Media Placement
• Up to 150K max file size
• May be expandable

Video
• Within ad unit or pre-roll
• Up to 750Kbs max bits per second
• Max of 30s video length

Additional Information
• Traffic lead time due in 5 Business Days
• Confirm all third party, rich media placement, video, and expandable ad details with your CBS contact; opportunities varies depending on size of ad

Streaming Ad Specs

Placement	Dimensions	Format	Flash Guidelines	File Size	Animation	Looping
Audio Spot	:30 or :60 seconds	WAV or MP3	N/A	WAV: 44100 kHz, 16 Bit Stereo MP3: 44100 kHz, 16 Bit Stereo)	60 Seconds	N/A
Audio Spot Companion Banner (Synced Roadblock)	300x250	JPEG	N/A	30k MAX	N/A	N/A
Video Preroll	782x440	MP4, VAST/ VPAID	N/A	5MB Max	30 seconds	N/A
Instream Video	640x350	MP4, VAST/ VPAID	N/A	5MB Max	60 Seconds	N/A
Medium Rectangle	300x250	JPG, GIF, Flash, HTML	Flash 10 compatible or Lower	JPG, GIF - 30k MAX. Flash - 70k MAX	30 seconds	3x
Leaderboard	728x90	JPG, GIF, Flash, HTML	Flash 10 compatible or Lower	JPG, GIF - 30k MAX. Flash - 70k MAX	30 seconds	3x
Branded Wallpaper	1768x1050	JPG	N/A	150k MAX	N/A	N/A

Third Party Ad Serving Details
- Script tags, iFrame tags, standard tags, vast/Vpaid may be accepted
- Audio may be accepted

Rich Media Placement
- Within 300x250 or 728x90 ads
- Up to 150K max file size

Video
- Within video pre-roll or instream video
- Max of 60s video length

Additional Information
- Traffic lead time due in 5 Business Days
- Confirm all third party, rich media placement, video, and expandable ad details with your CBS contact; opportunities varies depending on size of ad

Mobile Ad Specs

Placement	Dimensions	Format	Flash Guidelines	File Size	Animation	Looping
Mobile Web Banner	320x50	JPG, GIF, HTML	N/A	30k MAX	:30 seconds	3x
Mobile Web Video Pre-roll	640x480	MP4, VAST	N/A	5MB MAX	:30 seconds	N/A
Radio.com iPhone/ Android Banner	320x50	JPG, GIF, HTML	N/A	30k MAX	30 seconds	3x
Radio.com iPhone/ Android Interstitial	320x480	JPG, GIF, HTML, MP4	N/A	30kb/(3MB - MP4)	30 seconds	3x
Radio.com iPad Banner	300x250	JPG, GIF, HTML	N/A	30k MAX	30 seconds	3x
Radio.com iPad Interstitial	1024x768	JPG, GIF, HTML, MP4	N/A	75kb/(3MB - MP4)	30 seconds	3x

Third Party Ad Serving Details
- All accepted
- Audio may be accepted

Rich Media Placement
- Not available

Video
- May be available in interstitials and prerolls
- Up to 720Kbs max bits per second
- Max of 30s video length

Additional Information
- Traffic lead time due in 5 Business Days
- Confirm all third party, rich media placement, video, and expandable ad details with your CBS contact; opportunities varies depending on size of ad