

jango

Media Kit 2011

The screenshot shows the Jango website interface. At the top, it says "jangoRADIO for iPhone, iPad, iPod Touch & Android" with download buttons for iPhone and Android. The main content area features a music player for "Mind Control" by Stephen Marley, with a progress bar at -2:07. Below the player is an "Artist Bio" section for Stephen Marley, including a "Listeners" tab and a "Similar" section. The left sidebar contains navigation links like "Home", "Music", "People", and "My Music". A "Microsoft Windows Azure" banner is visible in the middle. The bottom section displays "Jango Music" recommendations, including "Top 100 by Jango" and "Hot Alternative". A "Sprint" advertisement is also present.

What is Jango?

Fast-growing, engaging music discovery site

Leading streaming music service

- Fun, social way to create and share custom radio stations playing the music you want - legally and free
- Immersive, engaging and highly interactive

Over 3MM monthly uniques (US)

- 8+ million registered users, since launch in Nov 2007
- 54% Female 46% male
- 35% 18-34
- 30MM page views (monthly)



"I'm in love with Jango"



"Extremely social streaming radio"



"we love you so much Jango"



"Superior... more than solid"



"Straight-forward and easy to navigate"



"refreshingly simple online radio"



"Pandora on steroids"



Active eyeballs - not just passive listeners

Content-rich & social with engaged, interactive audience

Just enter an artist to start a station you can share with others

The screenshot displays the Jango website interface. At the top, there's a navigation bar with 'jangoRADIO for iPhone, iPad, iPod Touch & Android' and 'Download Now: iPhone Android'. Below this, the main content area is divided into several sections. On the left, there's a 'Stations:' list with options like 'PV', 'Finetune station', 'Nina Simone Radio', etc. In the center, there's a music player for 'Don't Panic' by Coldplay, showing a progress bar at -1:05 and playback controls. To the right of the player, there's an 'Artist Bio' section for Coldplay, including a photo and a brief biography. Below the player, there's a 'Create New Station:' section with a search bar and a 'Buy: Song | Ringtone' link. The bottom section of the page features a 'Jango Music' section with various music recommendations like 'Top 100 by Jango', 'Hot Alternative', 'Trance', 'Hot Indie Dance', and 'Hot Dance Hits'. There's also a 'Friends' section showing a friend's profile and a 'Tune in' button. A 'Sprint' advertisement is visible in the middle of the page. A 'Someone just activated a cell phone in your name.' notification is shown in the bottom left corner.

See who's listening to the same music at the same time, click to tune in to their station

More content and people to interact with



Why advertise on Jango?

The screenshot displays the Jango music player interface. At the top left, there's a navigation menu with 'Home', 'Music', and 'People'. The main area shows a station playing 'Conscious Party' by Ziggy Marley & The Melody Makers. Below the player, there are sections for 'Artist Bio', 'Listeners', and 'Similar' artists. The bottom of the page features a 'Videos of Ziggy Marley & The Melody Makers' section and a 'Fans of Ziggy Marley & The Melody Makers' section.

Active, engaged eyeballs

Powerful targeting capabilities

- Age, gender, location - based on registration data
- “Music taste” targeting - based on correlation between music taste and brand/product propensity



Flexible Standard and Custom Ad Units

Standard IAB units (expandable rich media is an option)

- 728x90
- 300x250
- 160x600
- Roadblock combos (including 1280x800 wall paper/skin)

Standard video formats

- served with a value add 300x250

High impact units

- 600x400 interstitial
- homepage takeovers

Branded Stations and Advertiser Sponsorships on Jango

jango
www.jango.com

Jango is free because of advertising. Please support our sponsors.
Click to Close Window

DON'T ALLOW CYBERCRIMINALS TO NICKEL AND DIME YOU TO DEATH
Deny digital dangers with Norton 360™

WATCH CYBERCRIME IN ACTION AT NORTON.COM/HEIST

Jango is free because of advertising. Please support our sponsors.
Click here to restart Your Music

COVERGIRL
GET REWARDED

Video Pre-Rolls - In Overlay w/ display companion

Eyeball Guarantee

- Served only **ON USER ACTION** (user clicking to play a song, tune into a station, etc)

• Stops the music, takes over the page for the duration of the video

• Box unit next to the video, increasing attention and CTR

• Entire overlay can be branded and include more campaign elements

• Supports all video formats, 300x250 and 640x360, plus 300x250 or 300x600 display companion

High Impact:

CTR's typically 1.5% - 2.5%

jango
www.jango.com

The screenshot displays the Jango website interface. At the top, there's a navigation bar with 'Home' and 'My Music' options. The main content area features a music player for 'What a Little Moonlight' by Billie Holiday, with a video pre-roll overlay. The overlay contains a video of a group of people in a hallway, a text box with the following text: 'New! Only one audio ad per day on Jango. Jango is free because of advertising. Please support our sponsors. You can restart your music in 0 seconds.', and a product image for Norton 360 with the text 'Be a hero. Deny digital dangers with Norton 360™.' Below the product image are buttons for 'Learn more' and 'Watch videos', and the Norton logo. The background shows the Jango website with a music player and various navigation options.

Homepage Takeover

Huge, high-impact takeover of “Jango Home” - the “front page” every user sees first on Jango

For registered users, this is also their personal dashboard/overview area where they spend most of their time

The image displays a collage of screenshots from the Jango website, illustrating the layout and placement of various elements:

- 980x250 ad unit:** Located at the top of the homepage, above the main navigation and search area.
- Wallpaper (1600x1280):** Four large wallpaper areas are shown, framing the central content of the homepage.
- Homepage Content:** The main page features the Jango logo, a search bar with the text "Enter any artist and click play:", and a "Play" button. Below this is a "Station playing" section for "Money (Feat. David Byrne) - A.S.A." with a progress bar and playback controls. A "Station playing" dropdown menu is also visible.
- 980x250 ad unit:** A second ad unit is located below the main content area.
- Wallpaper (1600x1280):** Two more wallpaper areas are shown, framing the user dashboard.
- User Dashboard:** The dashboard for a registered user, "Jango Juggler Jr.", is shown. It includes a "Hello, Jango Juggler Jr." greeting, a "Song History" table, and a "Celebrity DJ Jukeboxes" section. The "Song History" table lists songs like "Cochise (feat. Tundra Berry...)", "It's Party Time", "Potion Or Remedy", "Ballhorse", "T.J.A.E. Out", "Jump The Fence", "Zed", "Brothers", "Tehard", "Viper Of Melody", and "I Shall Return".
- 300x250 or 600x250 ad unit:** A smaller ad unit is located in the bottom right corner of the dashboard area.
- Wallpaper (1600x1280):** A final wallpaper area is shown in the bottom right corner.

jango
www.jango.com

Branded Stations and Traffic Drivers *that lead to...*

The screenshot shows the Jango website interface. At the top, there's a navigation bar with 'Profile', 'Edit', 'Log out', and 'Help'. Below that, the 'jango' logo is prominent. A 'Create new Station' button is visible. The main content area features a 'Station playing: Jango's Story Top Guns' section with a song player for 'Cheated Hearts' by Yeah Yeah Yeahs. Below this, there are sections for 'Listeners', 'Songs', and 'Station'. A user profile for 'johan' is shown, including a 'Hello, johan' greeting and a 'Emerging Artist?' notification. A large advertisement for 'THE ALL-NEW 2009 DODGE RAM CREW 1500' is displayed. Below the ad, there's a 'Song History' section with a list of songs and artists. A 'Friends' section is also visible. At the bottom, there's a 'Genre Stations' section with buttons for 'Rock / Pop', 'Rap / Hip-Hop', and 'R&B / Soul'. A yellow box highlights a branded advertisement for U.S. Cellular Valentine's Day, which is also shown in a larger inset on the right.

Branded “Advertiser” station or stations curated in a campaign relevant theme

Heavily promoted across the site
Integrated, editorial modules throughout the site drive users to tune-in and visit the mini-portal (shown on next page)

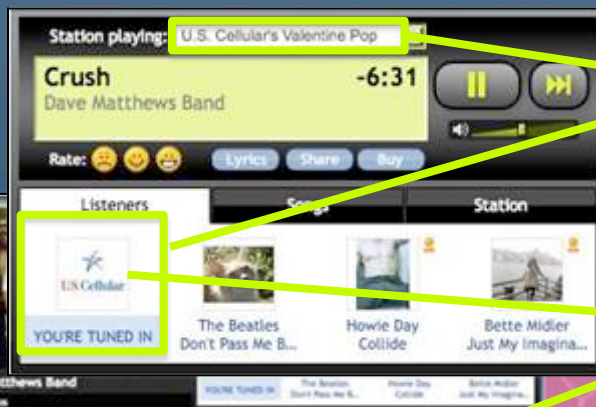
U.S. Cellular THIS VALENTINE'S...GIVE THE GIFT OF MUSIC!

- ♥ PLAY Valentine Classics
- ♥ PLAY 80's Valentine
- ♥ PLAY Soulful Valentine
- ♥ PLAY Lonely Valentine
- ♥ PLAY Valentine Pop
- ♥ PLAY Country Valentine

The advertisement features a central red heart surrounded by decorative flourishes.

jango
www.jango.com

... the Advertiser's "Mini-Portal" on Jango



Additional Branding

Advertiser shows up as station host in the player and stays as long as the station plays

Traffic Driver to Mini-Portal

When tuning into the station, users are taken to Advertiser's "Mini-Portal"

Advertiser's "Mini-Portal"

Special content section where users can engage even deeper with Advertiser's brand - campaign content, sales offers, video - driving traffic to Advertiser's site

More examples from previous campaigns:
http://www.jango.com/heart_beat_lounge
http://www.jango.com/cedar_lounge_tunein
http://www.jango.com/your_shape
http://www.jango.com/zune_hd_lounge
http://www.jango.com/hyundai_lounge_tunein

The logo for 'jango' is displayed in a white, lowercase, rounded font with a blue glow effect. The background is a dark blue gradient with faint, concentric circular patterns.

For more information please contact:

Gideon Lin

P:646-2574186

E: gideon@jango.com