



jango

Media Kit 2012

What is Jango?

The screenshot displays the Jango website interface. At the top, there's a music player for 'Black Jesus + Amen' by Lady Gaga, with a progress bar at 2:46. Below the player is a list of 'Your Stations' including Adele Radio, Coldplay Radio, and Top 100 by Jango. A central banner for 'BORN THIS WAY' by Lady Gaga is visible, along with a 'Watch Video Now' button. The bottom section features a 'Genre Stations' list with categories like Alternative, Blues, and Country, and a 'Love Songs' section. There are also various promotional banners for Norton 2012 and Citi USA.

Fast-growing, engaging music discovery site

Leading streaming music service

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

Over 3MM monthly uniques (U.S.)

- 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"

The Jango logo is displayed in a large, white, stylized font against a blue background with a faint image of a person.

Jango's strengths over other music players/services



The Music

- A better platform for exploring independent, avant-garde music & artists

User Experience

- We do not interrupt the listening experience with ads as much as other services do

ROI For Advertisers

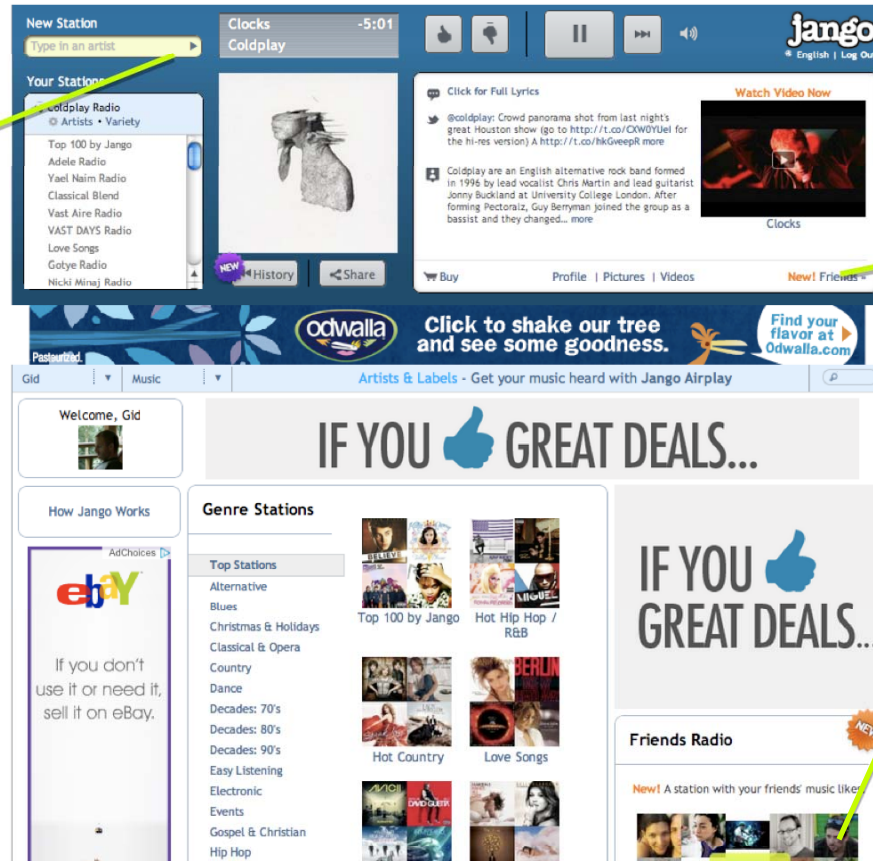
- We serve ads only when we know the user is focused on the site: only upon user interaction (skipping songs, changing stations, navigate)
- Fewer ads per user per day - your message doesn't get lost among lots of other ads

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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



See which friends like the music playing, share and introduce friends to this artist

More content and people to interact with

The Jango logo is displayed in a large, white, stylized font against a blue background with a faint world map.

Why advertise on Jango?

The screenshot displays the Jango website interface. At the top, a music player is active for the song "Rolling In The Deep" by Adele, with a progress bar at -3:30. The Jango logo and "English | Log Out" are in the top right. Below the player, there are social media links and a "Watch Video Now" button. The main content area features several promotional banners: "odwalla Click to shake our tree and see some goodness.", "Find your flavor at Odwalla.com", "Welcome, Gid", "How Jango Works", "Great deals on LG phones", "Genre Stations" (listing Top Stations like Alternative, Blues, etc.), "Love Songs" (listing artists like Mariah Carey, Berlin, etc.), "AT&T High-Speed Internet" (with "24,000+ WI-FI HOTSPOTS"), and "Friends Radio".

Active, engaged eyeballs

Powerful targeting capabilities

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

The Jango logo is displayed in a large, white, stylized font against a blue background with a faint world map.

Flexible Standard and Custom Ad Units

The image displays three overlapping screenshots of the Jango website interface, illustrating various advertising opportunities:

- Top Screenshot:** Shows a music player for Keane's "Somewhere Only We Know". It includes a "Your Stations" sidebar, a social media widget, and an Odwalla advertisement with the text "Click to shake our tree and see some goodness." and "Find your flavor at Odwalla.com".
- Middle Screenshot:** Shows a "Genre Stations" section with an eBay advertisement.
- Bottom Screenshot:** Shows a "New Station" for Porcelain's "Moby". A Dasani advertisement is overlaid on the page, featuring the text "Designed to Make a Difference" and "Up to 90% made from plants". Below the ad, it says "Stop by our new page. Refresh as often as you like." and "Jango is free because of advertising."

Standard IAB units

(expandable rich media is an option)

- 728x90
- 300x250
- 160x600
- Roadblock combos (including 1280 800 wallpaper/skin)

Standard video formats

- served with a value add 300x250

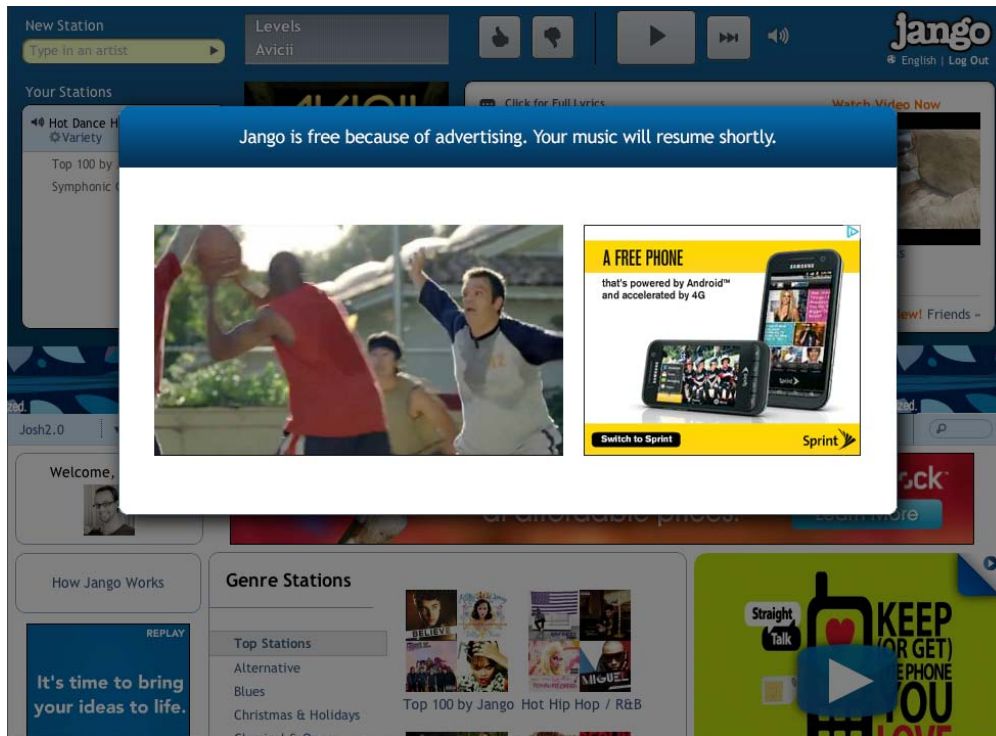
High impact units

- 600x400 interstitial
- homepage takeovers

Branded Stations and Advertiser Sponsorships on Jango

The Jango logo is displayed in a stylized, white, rounded font with a blue outline, set against a dark blue background.

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 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 including 300x250 and 640x360, plus 300x250 or 300x600 display companion

High Impact: CTR's typically 1.5% - 2.5%

The Jango logo, featuring the word "jango" in a stylized, lowercase, white font with a thick black outline, set against a blue background with a faint image of a person.

Homepage Takeover

The screenshot displays the Jango homepage interface. At the top, a music player is active, showing the song "Love The Way You Lie" by Eminem. The player includes standard controls like play/pause, stop, and volume. To the left of the player is a "Your Stations" sidebar with a search bar and a list of station categories such as "Hip-Hop Hoorary", "Classic Rock", and "Hot Adult Pop & Rock". Below the player is a "Watch Video Now" section featuring a video player and a "Video Title" label. The main content area is dominated by a large promotional banner for the Chevrolet Sonic, highlighting "EPA-ESTIMATED 40 MPG HIGHWAY" and "0 TO 60 MPH IN 8.2 TURBOCHARGED SECONDS". Below this banner is a "Genre Stations" section with a list of genres including Alternative, Christian & Gospel, and Country, each accompanied by a small album cover. To the right of the genre list is a "Discover Independent Music on Band Central" section and a "Jango Radio on Facebook" widget showing 97,494 likes. The page is framed by a blue header and footer, with the Jango logo prominently displayed in the bottom right corner.

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

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

The Jango logo is displayed in a large, white, stylized font against a dark blue background. The logo is positioned in the bottom right corner of the slide.

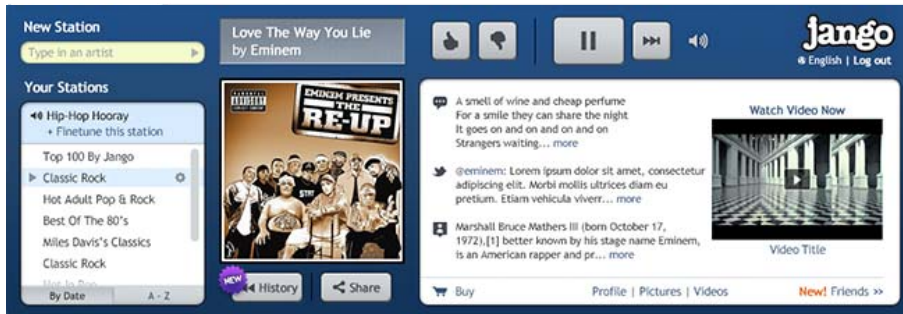
Branded Stations and Traffic Drivers *that lead to...*

The screenshot displays the Jango website interface. At the top, there's a navigation bar with the Jango logo and a search bar. Below this, a 'New Station' section features a search bar and a list of 'Your Stations' including Hip-Hop Hooray, Classic Rock, and Hot Adult Pop & Rock. The main content area shows a station titled 'Love The Way You Lie by Eminem' with a video player and social media sharing options. A red box highlights a 'Genre Stations' section, specifically the 'Chevy Sonic' station, which is described as playing a mix of indie music. A red arrow points from the text on the right towards this highlighted station.

- 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)

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...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 PushDown unit

960x66 expanding to 960x418 pushing the content down and allowing a half-page takeover

This screenshot shows the Jango website interface. At the top, there's a 'New Station' dropdown set to 'Somewhere Only V' by Keane, with a play button and a progress bar at -3:42. Below this is a 'Your Stations' sidebar with a scrollable list including 'Coldplay Radio', 'Adele Radio', and 'Nicki Minaj Radio'. The main content area features a music player for Keane's 'Somewhere Only We Know', with lyrics and a 'Watch Video Now' button. Below the player is an advertisement for Oodwalla with the text 'Click to shake our tree and see some goodness.' and a 'Find your flavor at Oodwalla.com' button. The bottom section includes a 'Welcome, Gid' message, a 'Genre Stations' sidebar with categories like 'Alternative', 'Blues', and 'Hot Country', and an 'Extended Stay Hotels' advertisement.

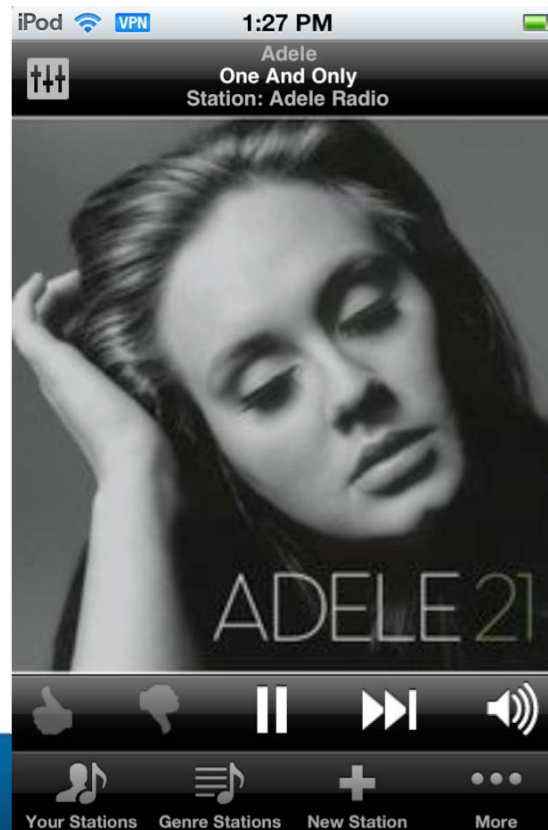
This screenshot shows the Jango website interface with a different station, 'Starships' by Nicki Minaj, playing at -2:07. The 'Your Stations' sidebar is updated to include 'Nicki Minaj Radio'. The main content area features a music player for Nicki Minaj's 'Starships', with lyrics and a 'Watch Video Now' button. Below the player is a large, vibrant advertisement for Oodwalla. The ad features a blue background with orange slices and the text 'Shake well. Live well. Get good.' and 'Shake the tree to unleash our goodness.' with the Oodwalla logo. Below the ad, the 'Welcome, Gid' message is followed by a large 'SAVE up to 90% on Name Brand Products' promotion. The 'Genre Stations' sidebar and 'Extended Stay Hotels' advertisement are also visible.

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Jango Radio Mobile App

Over 150,000 Unique visitors per day and growing
Supports Android & iOS

- Stops the music, takes over the page for the duration of the video (could be a static image)
- Served only upon user interaction



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