LocalLink 360

DIGITAL · STREAMING AUDIO
STREAMING & SMART SPEAKER

BOOSTLAYER ENABLED

# The channel that reaches people with their eyes busy.

Programmatic audio reaches listeners across streaming music, digital radio and smart speakers — commutes, workouts, workdays and errands, with audience targeting and cross-channel reinforcement broadcast alone can't offer.

## ATTENTION, WITHOUT A SCREEN

**250M+**

Unique devices reached across streaming music, digital radio and smart speakers

### High-attention reach

Connect with listeners when visual media isn't available and the message has their focus.

### Every listening environment

Streaming music, digital radio, smart speakers and premium audio inventory, matched to the goal.

### ShakeMe™ interactive

Listeners shake their phone for directions, a coupon or more info — turning a passive listen into an action.

## AD FORMATS — FOUR WAYS TO BE HEARD

### Pre-Roll Audio

Runs before a playlist or station stream begins.

### Mid-Roll Audio

Runs during a natural break inside the stream.

### Post-Roll Audio

Runs after the content ends — a final call to action.

### Companion Display

A clickable visual unit alongside eligible audio inventory.

## WHERE YOUR AUDIO PLAYS

Spotify · amazon music · TUNE IN

The logos and brands shown are only a representation of the network we provide; actual publishers may vary. Inventory, formats, targeting, optimization, attribution and measurement vary by publisher, technology partner, geography, campaign objective, budget and advertiser eligibility.

POWERED BY BOOSTLAYER

Most audio companion banners fire while the screen is locked — served, but unseen. **BoostLayer** re-serves the message the moment the listener picks the phone back up, and **AdLink** reports it alongside the rest of the plan.

## Request an audio media plan.

Tell us who you need to reach — we'll build the audio mix around them.

Let's Link Up!

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