

SONARUS.

Put your brand inside the music. Built for every budget.

623+

ATHLETES

25

SPORTS

92+

PROGRAMS

8.1M+

NETWORK REACH

Who you reach on Sonarus.

Live platform numbers. Core listener: 18-34 sports-and-culture fan.

623+

ATHLETE CREATORS

25

SPORTS

92+

NCAA PROGRAMS

8.1M+

NETWORK REACH

48 kHz

HI-DEF DSP

18+

TRACKS

23+

PODCAST FEEDS

4-axis

MOOD TARGETING

The ad formats.

In-Stream Audio Bumper

15-30s spot between tracks with a full-screen companion card: logo + tappable CTA.

Sponsor Slot

Weighted rotation (5x+ house ads), FTC-compliant disclosure, advertiser logo on now-playing.

Mood-Targeted Delivery

Patent-pending 4-axis mood vectors place your spot in the right headspace.

Athlete Sponsorship

Match your brand to athlete creators: walkout track, profile, fan-club shoutouts.

Shareable Mood Cards

Co-brand the viral 1080x1920 cards fans export to Instagram, TikTok, Snapchat.

Conversion Reporting

Impressions, clicks, CTR and 24h/7d conversion attribution per placement.

Two ways to buy.

Local brands launch self-serve. National brands get managed targeting. Starting prices — we tailor to your goals.

SMALL & LOCAL BRANDS

Self-serve & affordable

Local Spotlight	\$250 /mo
Growth	\$750 /mo
Regional	\$2,000 /mo

CORPORATE & NATIONAL BRANDS

Managed at scale

National Audio	from \$18 CPM
Athlete Marketplace	Custom
Tentpole / Takeover	Custom

Attention, not banners.

In the experience

Your spot plays inside an immersive hi-def session, not on the edge of a banner.

Tastemaker reach

Athletes have captive audiences. Their playlists are channels no other streamer can sell.

Brand-safe & measured

Curated catalog, FTC disclosures, and conversion attribution so you know it's working.

Three steps to live.

1. Tell us your goals

Send budget, market and KPIs at sonarusmusic.com/advertise or email [partnerships@](mailto:partnerships@sonarusmusic.com).

2. Get a tailored rate card

We reply within one business day with audience cuts and pricing that match.

3. Go live & measure

Upload creative, we launch, you watch impressions, clicks and conversions in real time.

LET'S BUILD YOUR CAMPAIGN

Reach the next generation of fans in the soundtrack.

partnerships@sonarusmusic.com · sonarusmusic.com/advertise

Reply within one business day with a rate card and audience cuts that match.

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