

Respondent Name
SiriusXM / Pandora
Complainant Name
Conner Edwards
Complaint Description
Conner Edwards reported via the portal (Fri, 16 Aug 2024 at 9:32 AM) Description of Complaint On 7/1/24, I sent a request to inspect SiriusXM/Pandora's commercial advertising books of account. See attachment. I never received a response.
What impact does the alleged violation(s) have on the public?
The PDC has an obligation to provide transparency to the voters by enforcing commercial advertiser book inspection requirements. The agency's failure to do so negatively impacts campaign finance transparency.
List of attached evidence or contact information where evidence may be found
See attached
List of potential witnesses with contact information to reach them
See attached
Certification (Complainant)
I certify (or declare) under penalty of perjury under the laws of the State of Washington that information provided with this complaint is true and correct to the best of my knowledge and belief.

Advertise on Pandora, the largest ad-supported audience in audio

Built on discovery, Pandora connects brands to loyal fans as they interact with the music and content they love. And our massive addressable audience and targeting options allow advertisers to reach the right consumers at any time.

Advertise with us

pandora[®]

Thanks for stopping by! 🙌
Looking into audio advertising
solutions?

1

#1

in ad-supported audio

i

Largest

share of daily listening

i

Leader

in 203 US markets

i



Why go with Pandora for brands?

Pandora listeners are loyal, delighted by the unique blend of the music they know and new favorites waiting to be found. And brands can tap into these gratifying, personal experiences at scale.

Large, ad-supported audience



Flexible and portable



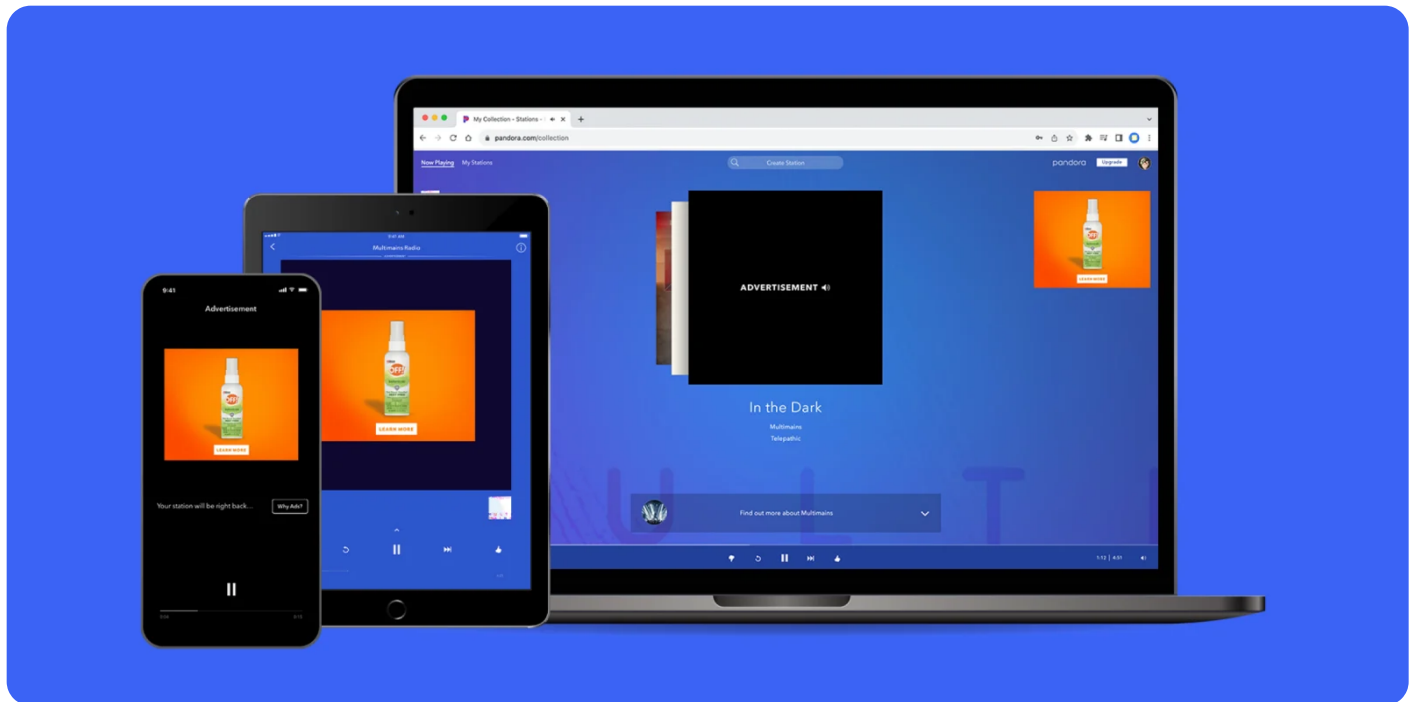
Curated and personal



Targeted and measurable



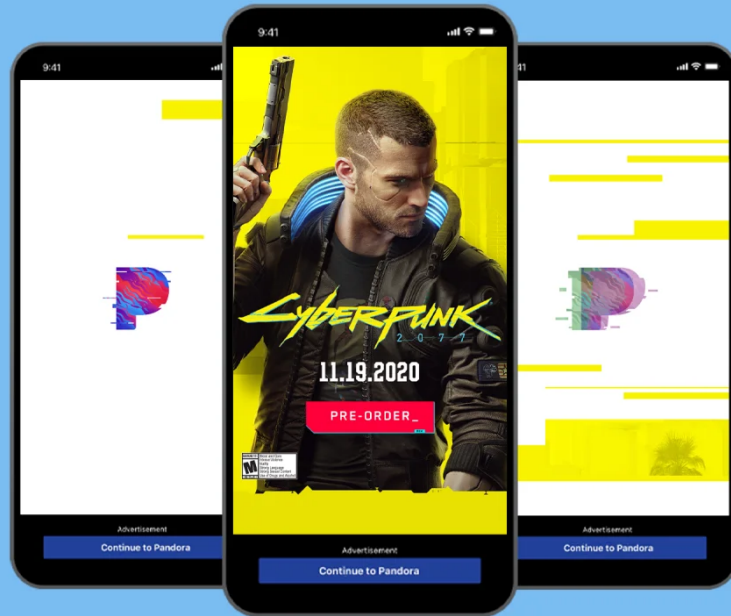
Pandora ad formats



Audio ads

Put listeners at the center of your brand stories with immersive messages that inspire action across the funnel.

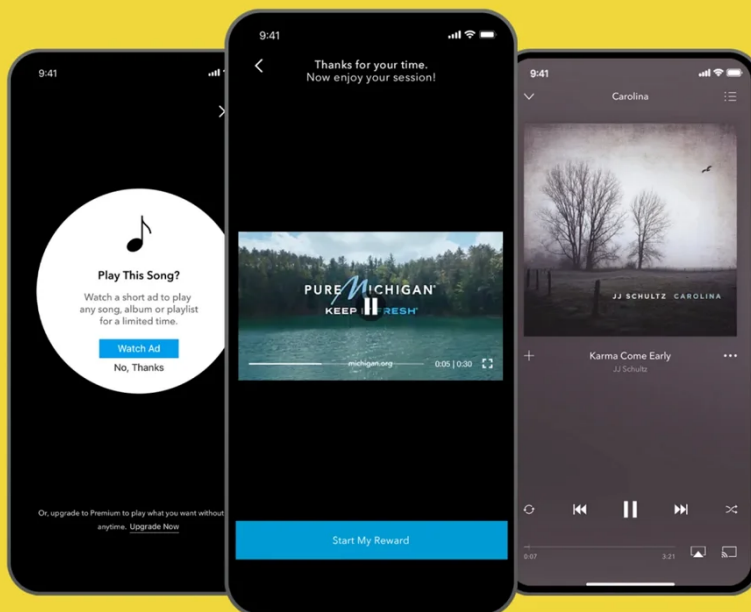
[Learn more](#)



Display ads

Catch their eye to influence brand perception and purchasing decisions as users engage with the platform.

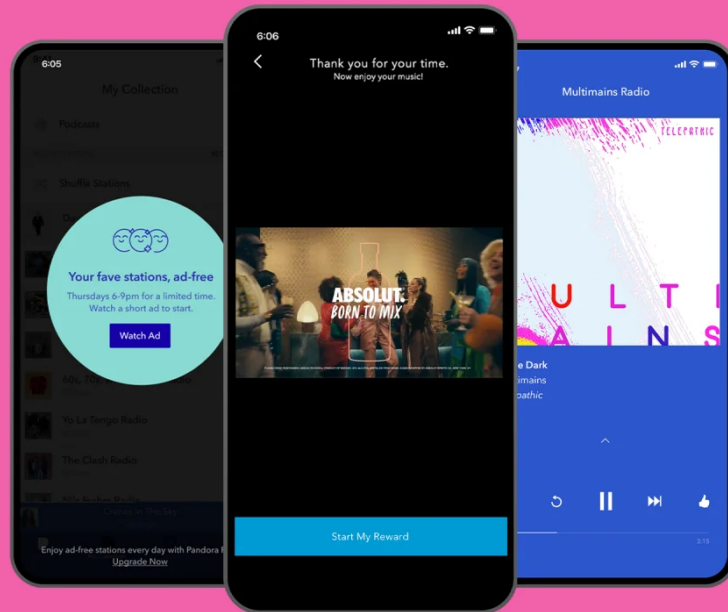
[Learn more](#)



Video ads

Get attention at interactive moments with video ads, with an 87% video completion rate.

[Learn more](#)



Rewarded ads

Win over Pandora listeners by offering free-listening rewards for their time and attention when they interact with your ads.

[Learn more](#)



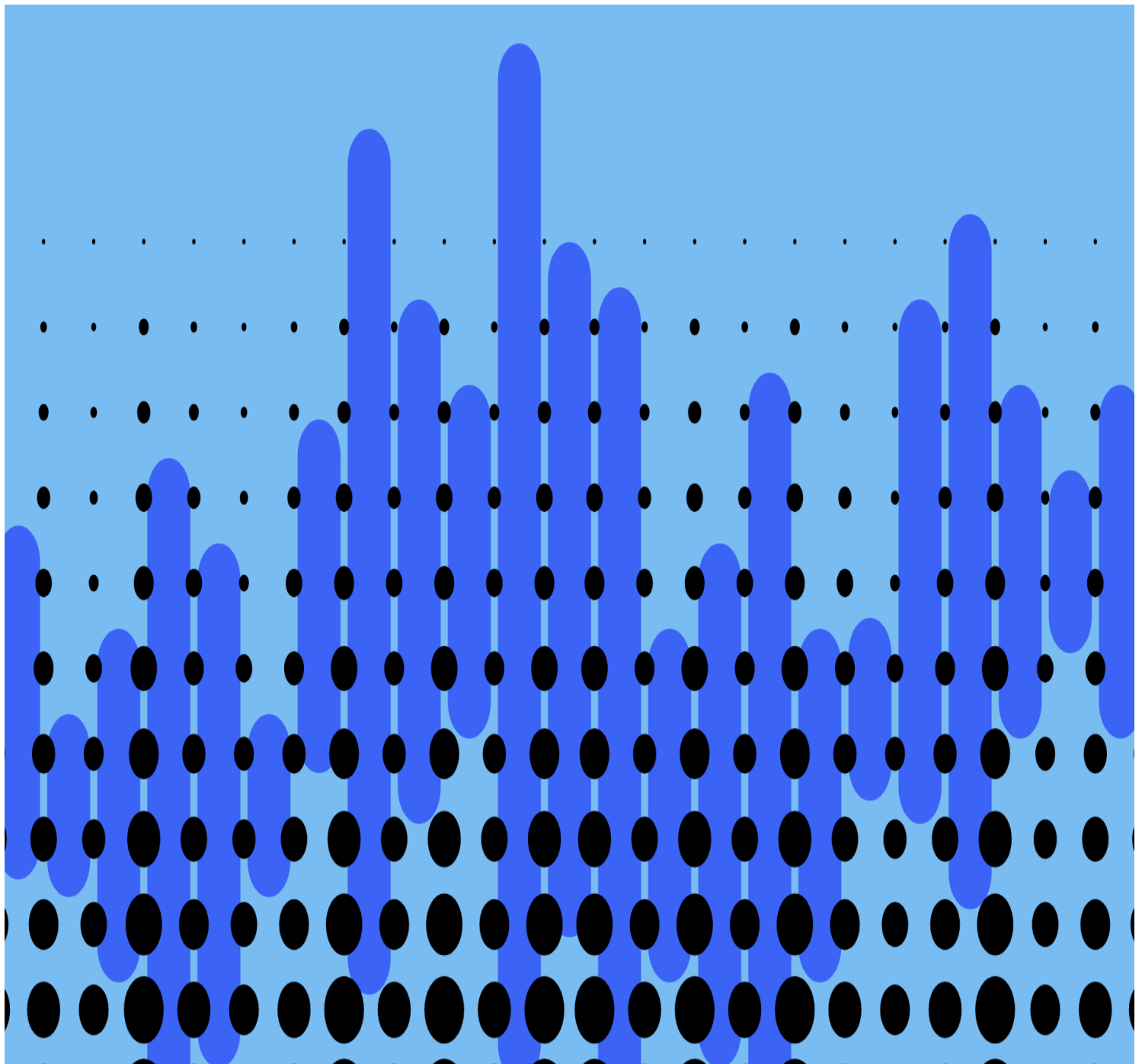
Audiences and targeting

Get access to the richest audience data set in audio. Our leading adtech reaches listeners across all devices, demographics, and contexts. Let's find the audience that meets your needs.

[Learn more](#)

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Conner Edwards <cg.edwards53@gmail.com>

RCW 42.17A.345 Book Inspection Request (SiriusXM)

Conner Edwards <cg.edwards53@gmail.com>

Mon, Jul 1, 2024 at 6:14 PM

To: press@siriusxm.com

Hello:

Per RCW 42.17A.345, I am requesting to view SiriusXM's commercial advertising books of account. This includes, but is not limited to all associated companies, including but not limited to Pandora.

See link for additional information: <https://www.pdc.wa.gov/rules-enforcement/guidelines-restrictions/commercial-advertiser-disclosure-guide> .

If you have questions about this request, you should call the PDC @ (360) 753-1111.

If I do not receive the records I am requesting by 5:00 PM PST on 7/4/24, I intend to file a complaint.

Best,

Conner Edwards