

# SOUND ON SOUND

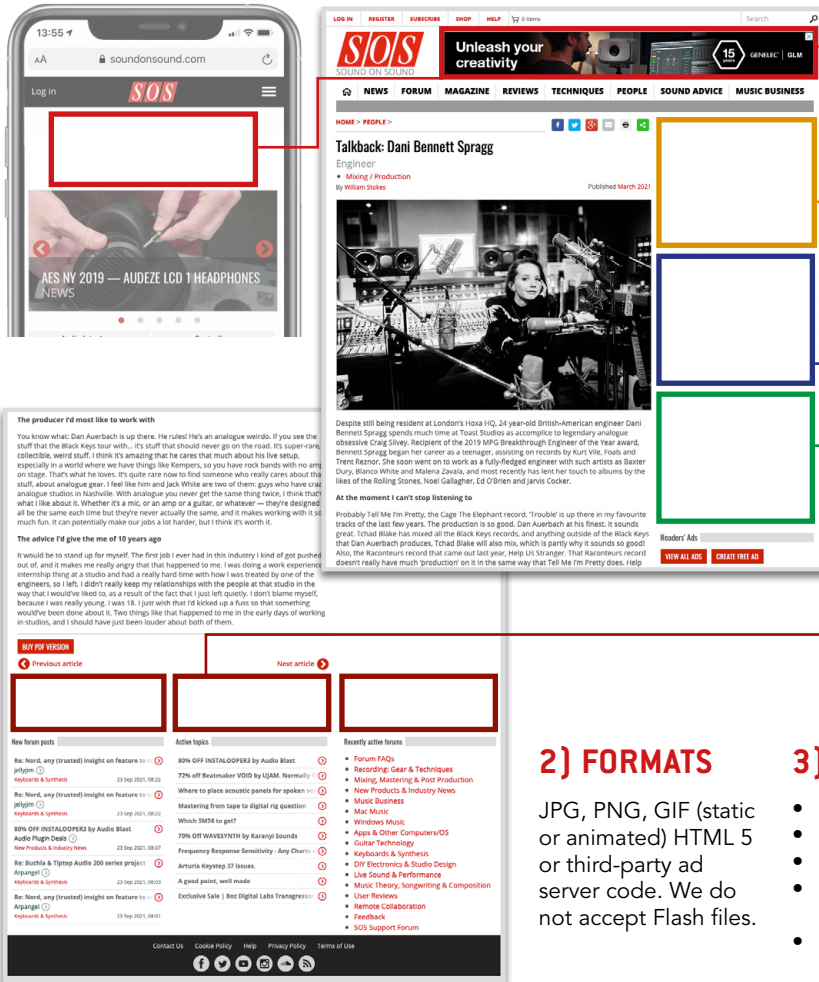
## North America Web Advertising Specifications

Recently relaunched, [soundonsound.com](http://soundonsound.com) is recognised as the go-to resource online for anyone involved or interested in Music Recording Technology.

With nearly 20 years worth of in-depth editorial articles and a huge SOS

Forum on offer, it's no wonder that [soundonsound.com](http://soundonsound.com) regularly delivers in excess of 2.4 million page impressions, and attracts over one million unique visitors every month, supported by our massive social media and YouTube reach!

To promote yourself in this fast-moving marketplace with banner or video ads we have created a range of advertising opportunities on the SOS site at highly attractive prices designed to work in powerful harmony with your print campaign. Read on for further details.



### 1) SIZES

[soundonsound.com](http://soundonsound.com) currently offers the following banner ad sizes.

**Leaderboard Header Banner**  
**Desktop:** 728 x 90 pixels  
**Mobile:** 320 x 50 pixels  
*(Please supply both for maximum optimal impressions)*

**Top Rectangle (Videos or Banners)**  
 300 x 250 pixels or YouTube link

**Middle Rectangle**  
 300 x 250 pixels

**Lower Rectangle**  
 300 x 250 pixels

**Mini Banners**  
 300 x 100 pixels

**New file size is 150kb maximum and we no longer accept Flash so it's now HTML 5 files.**

### 2) FORMATS

JPG, PNG, GIF (static or animated) HTML 5 or third-party ad server code. We do not accept Flash files.

### 3) SPECIFICATIONS

- All artwork should be 72dpi resolution.
- Maximum file size 150Kb.
- Please supply a referring Click-Thru URL.
- Please supply YouTube link (Available for Top rectangle only, excludes Home Page).
- IAB animation guidelines recommend no longer than 15 seconds per cycle. *(Please Note: slower moving animation is more appealing than fast blinking changes).*
- All code must be https compatible.
- Third-party embedded code - please supply the code from your own third-party ad server as a text file.

### 4) Geo-targeted regions:

- UK, World (excludes Americas + India)
- Americas

### 5) HOW TO SUBMIT WEB ADS

Email your ad and additional items (i.e Click-Thru URL) to:  
**Lucinda Harper** - Web Advertising Administrator: [webads@soundonsound.com](mailto:webads@soundonsound.com)

Sound On Sound adheres to the IAB Web Advertising recommendations and guidelines. We use the Google Ad Manager ad service to manage and deliver banner advertising to our site. If the files provided do not conform to the recommended file and coding practice they may not display and/or click-thru correctly. This may result in poor ad impressions or click-thru results.

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## North America Web Advertising Rate Card

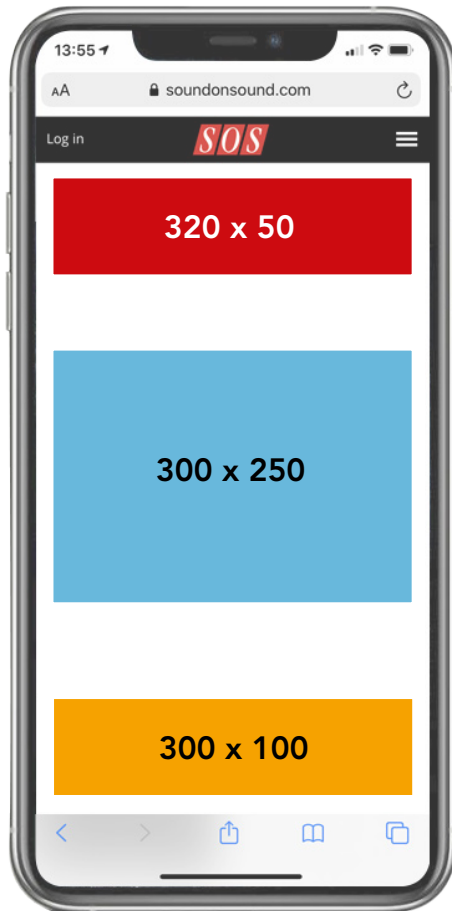
### RUN OF SITE POSITIONS

	1 month Insertion	6 month Insertions	12 month Insertions
■ Leader	\$1400	\$1200	\$1100
■ Top Rectangle (Videos or Banners)	\$1200	\$1000	\$900
■ Middle Rectangle	\$1000	\$800	\$700
■ Mini Banner	\$700	\$500	\$400

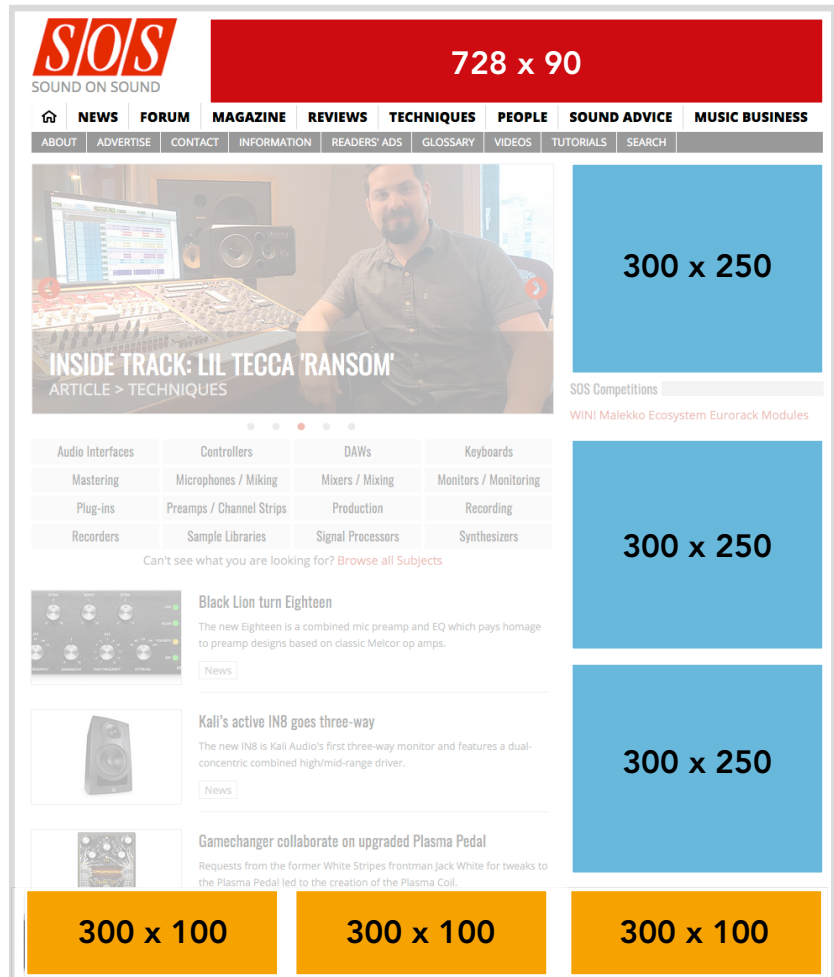
### VIDEO SPONSORSHIP:

SOS offers a range of powerfully-branded sponsorship packages for our video features and trade show highlights. **Contact us for details.**

### MOBILE



### DESKTOP / TABLET



### SOS Digital Channel Reach

see website for most recent stats (correct on 10/07/21)

**Facebook**  
Followers  
187,945

**Instagram**  
Followers  
134,271

**Twitter**  
Followers  
65,216

**YouTube**  
Subscribers  
177,418