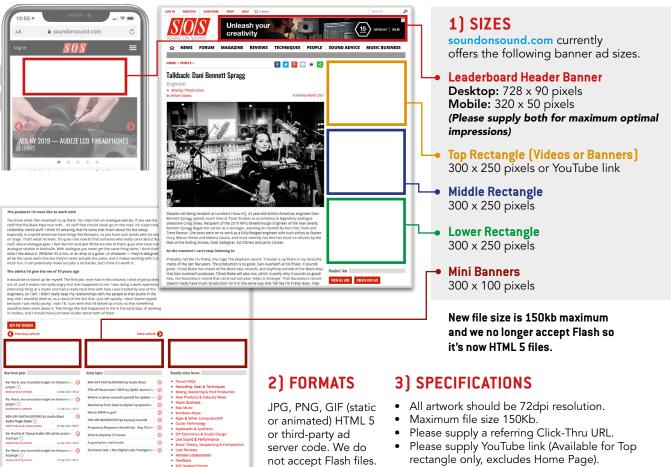# SOUND ON SOUND

UK/World Web Advertising Specifications

Recently relaunched, **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** 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 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
- India
- Australasia

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

SOUND ON SOUND

UK/World Web Advertising Rate Card

RUN OF SITE POSITIONS	1 month Insertion	3 month Insertions	6 month Insertions	12 month Insertions
Leaderboard Header Banner	£1,210	£1,090	£980	£800
Top Rectangle (Videos or Banners)	£1,015	£915	£825	£670
Middle Rectangle	£750	£675	£605	£495
Mini Banners	£395	£360	£325	£265

SPECIAL PAGE LOCATIONS

Home: +30% to standard rate
Forums: +20% to standard rate
News: +25% to standard rate

VIDEO SPONSORSHIP:

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

THEMED ARTICLE POSITIONS

Advertisers can also add a Themed Category (Eg: Microphones, Monitors) to further supplement potential reach with contextual search-related targeting.

1 Category: +10% to standard rate   **2 Categories:** +15% to standard rate   **3 Categories:** +20% to standard rate

REVIEWS

Hardware Categories

Accessory
Acoustic Treatment
A-D / D-A Converter
Amplifier
Audio Interface
Cables / Connectors
Computer
Computer Recording System
Control Surface
DAW
Digital Recorder
DJ Gear
Drum Machine
Effect
Electronic Drum Kit
Guitar / Guitar Synth
Headphones
In-ear Monitors
Keyboard
Microphone
Mixer
MIDI Controller
MIDI Interface
Monitors
Monitor Controller
Multitrack Recorder
PA
Preamp
Processor
Recording Channel
Recording System
Sampler
Sequencer
Soundcard
Sound Module
Speaker
Speaker Management
Speaker Simulator
Synchroniser / Clock
Synthesizer
Tape Recorder
Video

General Categories

Acoustics / Studio Design
Composing / Arranging
Mastering
Miking
Mixing
Monitoring
Production
Recording
Synthesis
Studio Stories
Book / Media
Place / Event

Software Categories

Accessory
App
Audio Editor
Control Surface
DAW
Ableton Live
Cubase
Digital Performer
Logic
Pro Tools
Reaper
Reason
Samplitude
Sonar
Studio One
Drum Machine
Effect
Mastering
Mixer
Plug-in
Processor
Sampler
Sequencer
Scorewriter
Sound Library
Synthesizer
Virtual Instrument

TECHNIQUES

Hardware Categories

Acoustic Treatment
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Amplifier
Audio Interface
Cables / Connectors
Computer
Computer Recording System
Control Surface
DAW
Digital Recorder
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Cubase
Digital Performer
Logic
Pro Tools
Reaper
Reason
Samplitude
Sonar
Studio One