

SOUND ON SOUND

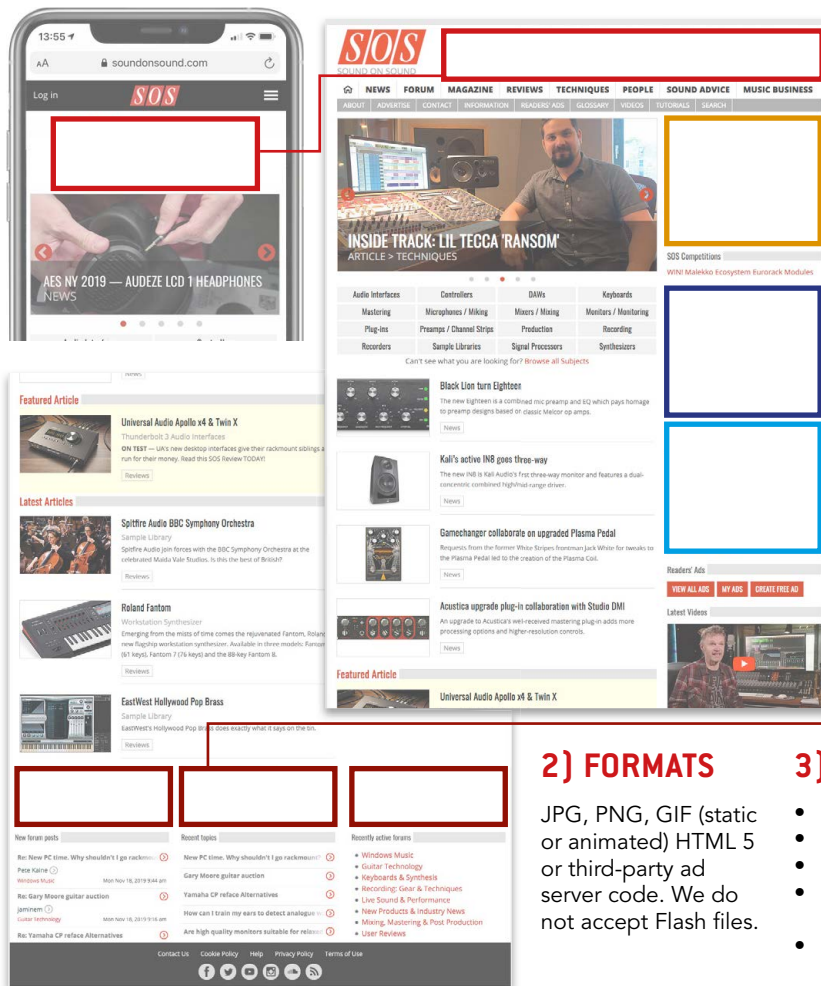
North America Web Advertising Specifications

Recently relaunched, the Sound On Sound website 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 www.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

The Sound On Sound website currently offers the following banner ad sizes.

Leaderboard Header Banner
Desktop: 728 x 90 pixels
Mobile: 300 x 100 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 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.

SOUND ON SOUND

North America Web Advertising Rate Card

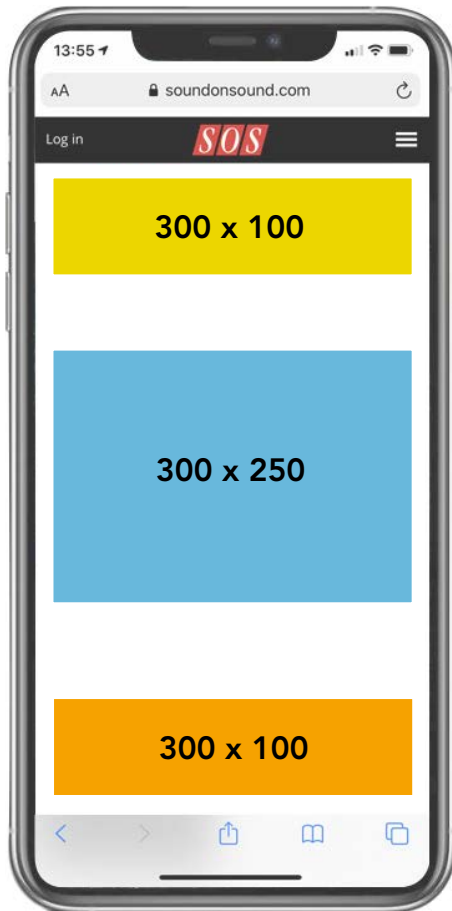
RUN OF SITE POSITIONS

	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
■ Lower Rectangle	\$900	\$700	\$600
■ Mini Banner	\$700	\$500	\$400

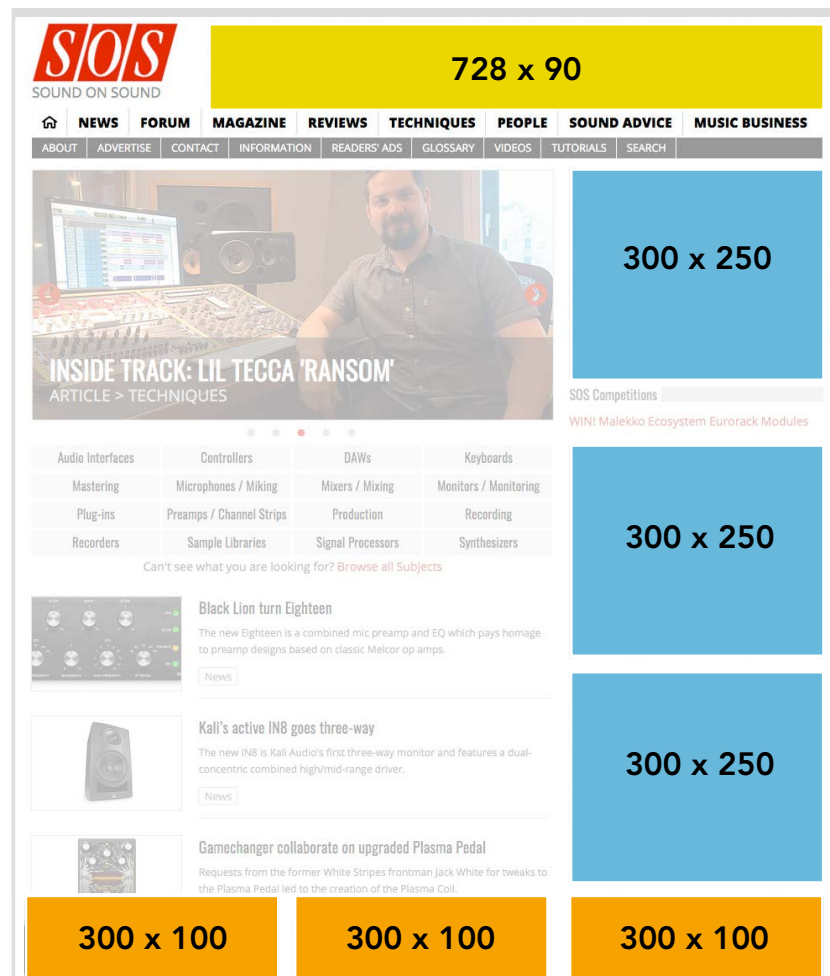
VIDEO SPONSORSHIP:

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

SOS Forums Members
85,147

f Facebook Followers
171,334

Instagram Followers
54,151

Soundcloud Followers
28,300

Twitter Followers
59,642

YouTube Subscribers
124,610

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THEMED ARTICLE POSITIONS

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

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
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
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Monitoring
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Book / Media
Place / Event

Software Categories

App
Audio Editor
Control Surface
DAW
Ableton Live
Cubase
Digital Performer
Logic
Pro Tools
Reaper
Reason
Samplitude
Sonar
Studio One

**ALL WEB SITE ANALYTICS UPDATED MONTHLY
ON OUR INFORMATION SECTION:**

<https://www.soundonsound.com/information/sos-website-analytics>