

SOUND ON SOUND

Web Advertising

The Sound On Sound UK/World website is recognised as one of the most popular attractions on the Internet 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 2.5

million page impressions, and attracts over one million unique visitors every month!

To promote yourself in this fast-moving marketplace we have created a range of advertising opportunities on the SOS site at highly attractive prices. 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 50 pixels

Please supply both for optimal impressions)

Top Rectangle (Videos or Banners)

300 x 250 pixels or YouTube link

Wide Skyscraper

300 x 600 or 120 x 600 pixels

Middle Medium 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 only.

2) FORMATS

JPEG, GIF (static or animated), HTML 5 or Third-party Ad server code. (Not PNG)

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).
- 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

5) HOW TO SUBMIT WEB ADS

Email your ad and additional items (i.e Click Thru URL) to the contact below:

Lucinda Moore - Web Advertising Administrator: webads@soundonsound.com

Sound On Sound adheres to the IAB Web Advertising recommendations and guidelines. We use the Google DoubleClick 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.