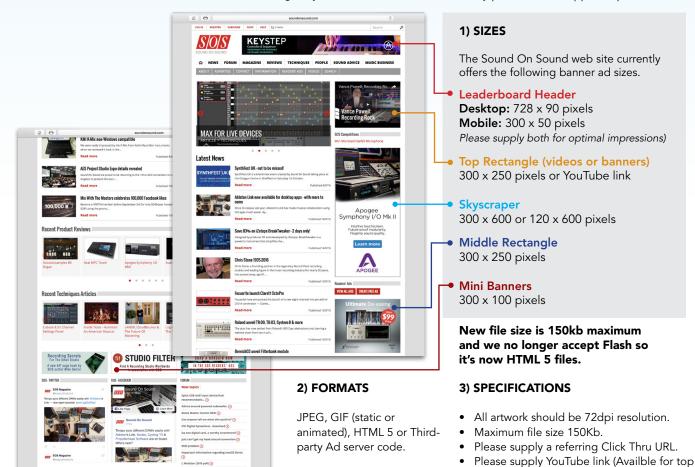# SOUND ON SOUND
Web Advertising

The Sound On Sound website is recognised as the first stop on the Internet for anyone involved or interested in Music Recording Technology. With over 15 years worth of in-depth editorial articles, including thousands of product reviews, daily news, trade show video reports and a huge SOS Forum on offer, it's no wonder that www.soundonsound.com regularly delivers in excess of 3.1 million page impressions, and attracts over 1.2 million unique visitors worldwide every month!

To promote yourself in this dynamic marketplace we have created a range of advertising opportunities on the SOS site at affordable fixed monthly prices with uncapped impressions.

1) SIZES

The Sound On Sound web site currently offers the following banner ad sizes.

Leaderboard Header
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

Skyscraper
300 x 600 or 120 x 600 pixels

Middle 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

JPEG, GIF (static or animated), HTML 5 or Third-party Ad server code.

3) SPECIFICATIONS

- All artwork should be 72dpi resolution.
- Maximum file size 150Kb.
- Please supply a referring Click Thru URL.
- Please supply YouTube link (Availble 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, Europe, ROW (excludes Americas + India)
- Americas
- India

5) HOW TO SUBMIT WEB ADS

Email your ad and additional items (i.e Click Thu 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.