

Sound On Sound Web Site

The Sound On Sound web site (www.soundonsound.com) provides support and community for readers of both Sound On Sound UK and the Sound On Sound USA Edition. Fact: 100% of Sound On Sound's monthly content is posted on our web site. In addition, our web site features online forums, community, etc. Web site content is proprietary to Sound On Sound subscribers and E-sub subscribers for six months, after which it becomes available for general viewing by site visitors. Sound On Sound's editorial content is routinely reposted and re-linked on numerous manufacturers' web sites. Fact: the Sound On Sound web site gets consistently more web traffic than any competing publication's web site. There is not as far as we know as large a database of recording technology product reviews available anywhere else on the world wide web.



Over a half million unique visitors check out the Sound On Sound web site each month. Packed full of reviews, tutorials, features, and community building tools like our popular online forums, no other music/audio publication gets the traffic you'll enjoy by having your products featured on www.soundonsound.com.

Typical Site Traffic Stats

In May 2010, soundonsound.com produced the following statistics.

Total Page Impressions : 2,259,436

- UK : 875,275
- Europe : 556,680
- USA/Canada : 558,276
- Rest of World : 269,205

Monthly Visits : 949,696

- UK : 274,099
- Europe : 263,356
- USA/Canada : 305,902
- Rest of World : 106,339

Absolute Unique Visitors : 569,709

 **Creative sales resource Inc.**

Worldwide Advertising Sales Representative for the Sound On Sound™ USA Edition.

626.836.3106

www.creativesalesresource.com

Differences between Log Analysers and Google Analytics

SOS previously used industry-standard log analysis software to track and calculate web metrics on our site. In December 2008, we elected to trial **Google Analytics** (GA) since it was evident from discussions with many advertisers that they are using GA on their own sites and would prefer that we used the same package for comparative purposes.

Visitors — GA differs significantly from log analysers, in that it can only track visitors who have Cookies and Javascript enabled on their computers (log analysers measure every visit, image load, page content serving etc). Human visitor counts will therefore be higher than GA advises, but there is no way of knowing by how much.

By inference, this means that GA also does not include page impressions generated by web robots and spiders that continuously crawl through popular web sites like ours indexing new forum threads, news pages, additional monthly articles and other human-readable content. Just as Page Hits were once the barometric currency of web traffic metrics (until technical advances proved they were less useful), electing to omit robot/crawler activity from our published stats delivers a more representative picture to advertisers of human visitor activity.

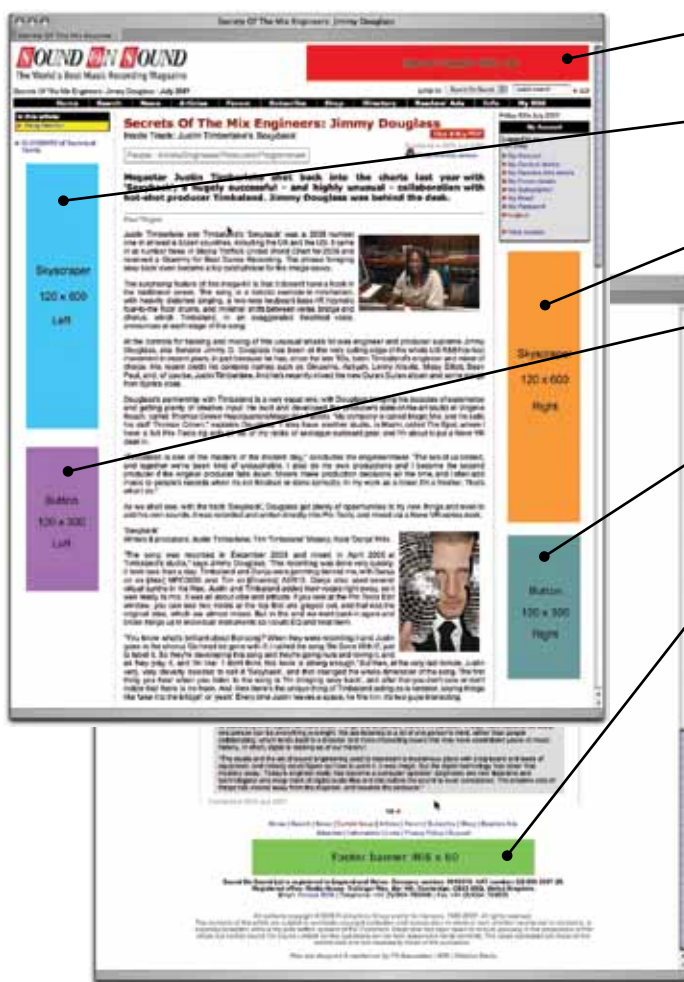
Page Views — previously, clicking on thumbnail images in SOS web articles opened a new browser window, which counted as an additional page view. This no longer happens. We changed to a more user-friendly javascript Image Gallery which does not show banners (at present) but shows multiple images without refreshing the page. So, where previously a visitor might have clicked and opened 3 “larger view” images while reading a single article, thus generating 3 page views in our old web statistics software, Google Analytics now only counts this as 1 page view.

Equally, many ISPs send their users through a caching proxy server. A caching proxy server can return a copy of a web site page that it has cached/stored locally without accessing our server at all, and the analytics program has no means to count this.

Geographic Analysis — GA benefits from very sophisticated proprietary global network tools to accurately monitor and track the true location of each site visitor. Like most web sites, SOS used to license a third-party Geo(graphic) IP database to look up where visitors connected. However, the use of proxy servers by broadband providers based outside the visitor’s resident country is increasingly common and previous-generation statistical software had no 100% accurate way of knowing if a UK reader who connects via a US proxy is based in the UK or in the USA, raising the possibility of skewed Country/Region breakdowns. It is widely believed that the infrastructure and global reach of Google means that their analytics service provides more accurate and thus more useful geographic data for advertisers, hence the SOS regional breakdowns shown above are now generated directly from Google Analytics.

The Sound On Sound website is recognized as one of the most popular attractions on the Internet for anyone involved or interested in Music Recording Technology. With over 13 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 **2.3 million page impressions**, and attracts over **540,000 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.



Header Banner
468 x 60

Skyscraper Left
120 x 600

Skyscraper Right
120 x 600

Button Left
120 x 300

Button Right
120 x 300

Footer Banner
468 x 60

Technical Specifications

Format:
GIF, JPEG, or Flash

File Size:
50Kb maximum

Referring URL:
Flash SWF - embed full URL in clickTag
GIF/JPEG - client to specify

Alt image text:
up to 30 words

More info:
webads@soundonsound.com

A maximum of 3 advertisements will be shown in each position.

Standard Web Page Positions

Number of Insertions (Cost per Placement per Month)	1 Month	3 Months	6 Months	9 Months	12 Months	24 Months
Banner header (468 x 60 pixels)	\$2,962	\$2,666	\$2,399	\$2,162	\$1,955	\$1,659
Skyscraper Left / Right (120 x 600 pixels)	\$2,370	\$2,133	\$1,926	\$1,733	\$1,570	\$1,332
Banner Footer (468 x 60 pixels)	\$2,074	\$1,866	\$1,688	\$1,511	\$1,363	\$1,155
Button Left / Right (120 x 300 pixels)	\$1,184	\$1,067	\$963	\$859	\$785	\$667

Premium Web Page Positions

Number of Insertions (Cost per Placement per Month)	1 Month	3 Months	6 Months	9 Months	12 Months	24 Months
Banner header (Home Page)	\$5,184	\$4,665	\$4,206	\$3,792	\$3,421	\$2,903
Skyscraper Left / Right (Home Page)	\$4,146	\$3,732	\$3,362	\$3,021	\$2,739	\$2,325
Banner Footer (Home Page)	\$3,629	\$3,273	\$2,933	\$2,651	\$2,399	\$2,029
Button Left / Right (Home Page)	\$2,074	\$1,866	\$1,674	\$1,511	\$1,363	\$1,155
Banner header (Forum Index or Search Page)	\$4,444	\$3,998	\$3,599	\$3,243	\$2,933	\$2,489
Skyscraper Right (Forum Index or Search Page)	\$3,554	\$3,199	\$2,873	\$2,591	\$2,229	\$1,985
Banner Footer (Forum Index or Search Page)	\$3,110	\$2,799	\$2,518	\$2,266	\$2,059	\$1,747
Button Left / Right (Forum Index or Search Page)	\$1,778	\$1,599	\$1,436	\$1,303	\$1,170	\$992

Randomly Served Themed Placements by Subject / Product Category

+ 25% on Standard Position Rates

Multiple Insertion Discount (Applicable to Standard and Premium bookings)

Number of Insertions	Discount	Examples
2-3 categories	-5%	Button (Standard) shown in 3 categories for 1 month Total cost = \$1,184 -5% x 3 categories x 1 month = \$3,374.40
4-5 categories	-10%	Skyscraper (Standard) shown in 4 categories for 1 month. Total cost = \$2,370 -10% x 4 categories x 1 month = \$8,532.00
6+ categories	-15%	Banner Header (Standard) shown in 6 categories for 1 month. Total cost = \$2,962 -15% x 6 categories x 1 month = \$15,106.20

Short Rate Policy

Advertising frequency commitments not met in contract period will be short rated.



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Grouped by category, the SOS Web Directory is a popular source of essential contact information covering M.I, Pro Audio, Music Technology related services, Equipment Manufacturers, Distributors, Retail stores, Studios, Duplication services... and lots more! Get yourself listed today!

Basic Listings

What you get

Text: up to 20 words of description text (plain sans-serif font, left-aligned).

Title: in larger Black font. In addition to the 20 words, your COMPANY NAME, ADDRESS, WEB SITE,

EMAIL and PHONE contacts can all be displayed — you choose what to include when you book.

Web/Email links are clickable, helping drive customers instantly to your own web site.

• Great News! All Display and Classified Advertisers get a Basic Listing entry for free each month!

Number of Insertions (Cost per Placement per Month)	1 Month	3 Months	6 Months	9 Months	12 Months	24 Months
1 category	\$89	\$80	\$71	\$62	\$57	\$50
2-3 categories	\$83	\$75	\$68	\$59	\$54	\$47
4-5 categories	\$80	\$71	\$62	\$57	\$50	\$44
6+ categories	\$75	\$65	\$59	\$54	\$47	\$41

Example: 1 basic listing in 1 category for 12 months. Total cost = \$57 x 1 category x 12 months = \$684

Enhanced Listings

What you get

Text: up to 60 words of description text (3x more than BASIC ads) with Bold, underlined and/or italicised words if you wish.

Title: in larger font. This may be left as Black bold text or you can use an embedded link to a specific page/offer on your own site.

Image/Logo: a single non-animated image (size = 200px wide x 125px high, JPEG or GIF, no Flash), aligned either to the right or left.

In addition to the 60 words, your COMPANY NAME, ADDRESS, WEB SITE, EMAIL and PHONE contacts can all be displayed — you choose what to include when you book. Web/Email links are clickable, helping drive customers instantly to your own web site.

Number of Insertions (Cost per Placement per Month)	1 Month	3 Months	6 Months	9 Months	12 Months	24 Months
1 category	\$177	\$160	\$142	\$127	\$116	\$98
2-3 categories	\$169	\$151	\$137	\$122	\$112	\$91
4-5 categories	\$160	\$142	\$127	\$116	\$104	\$89
6+ categories	\$151	\$133	\$122	\$109	\$98	\$83

Example: 1 enhanced listing in 3 categories for 6 months. Total cost = \$137 x 3 categories x 6 months = \$2,466

Category Premium Positions

Note: Only one advertisement space per Premium Position is available each month. Book now!

Number of Insertions (Cost per Placement per Month)	1 Month	3 Months	6 Months	9 Months	12 Months	24 Months
1 category	\$888	\$800	\$726	\$652	\$592	\$504
2-3 categories	\$711	\$637	\$578	\$519	\$474	\$400
4-5 categories	\$622	\$563	\$504	\$459	\$415	\$356
6+ categories	\$356	\$326	\$281	\$267	\$237	\$192



PUBLICATION CYCLE	ADVERTISING SPACE RESERVATION DEADLINES	WEB ART SUBMISSION DEADLINES	PUBLICATION DATE
JAN 2010	Fri Nov. 20 (2009)	Fri Nov. 27 (2009)	Thu Dec. 24 (2009)
FEB 2010	Fri Dec. 18 (2009)	Thu Dec. 24 (2009)	Fri Jan. 29
MAR 2010	Fri Jan. 29	Fri Feb. 5	Fri Feb. 26
APR 2010	Fri Feb. 26	Fri March 5	Fri March 26
MAY 2010	Fri March 26	Fri April 9	Fri April 30
JUNE 2010	Fri April 30	Fri May 7	Fri May 28
JULY 2010	Fri May 28	Fri June 4	Fri June 25
AUG 2010	Fri July 2	Fri July 9	Fri July 30
SEP 2010	Fri July 30	Fri Aug. 6	Fri Aug. 27
OCT 2010	Fri Aug. 27	Fri Sept. 3	Fri Sept. 24
NOV 2010	Fri Oct. 1	Fri Oct. 8	Fri Oct. 29
DEC 2010	Fri Oct. 29	Fri Nov. 5	Fri Nov. 26
JAN 2011	Fri Nov. 26	Fri Dec. 3	Fri Dec. 24

REACH YOUR CUSTOMERS BY PLACING AN AD IN SOUND ON SOUND USA EDITION!

Contact Steve Sattler, worldwide advertising sales manager for more information today.

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