



# Sound Alliance Ad Specifications

June 3, 2010



# The Sound Alliance

Sound Alliance is one of Australia's most innovative and exciting new media companies. It is the publisher of web communities [inthemix.com.au](http://inthemix.com.au), [FasterLouder.com.au](http://FasterLouder.com.au), [MessandNoise.com](http://MessandNoise.com) & [SameSame.com.au](http://SameSame.com.au) which combined make Sound Alliance the largest independent online entertainment publisher in Australia\*.

In addition to the rapidly growing web properties Sound Alliance wholly owns, it also represents key web publishers in music, events & entertainment like The Hype Machine, Future Entertainment and Splendour in the Grass, monetising their websites via advertising and sponsorship. Sound Alliance also operates Thought By Them, a unique communications, creative and planning agency.

The group of businesses are immersed in, and focused on all aspects of music and young adult culture.

Sound Alliance employs a fulltime staff of 40+ people based in Surry Hills, Sydney.

\* Nielsen Online, Market Intelligence, January-March 2010

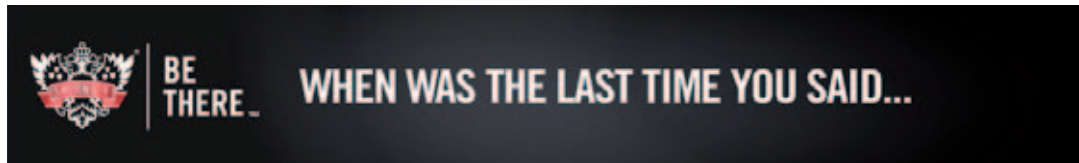
# Standard Ads

Dimensions (W x H)	Maximum File Size		Notes
	Flash	GIF/JPG	
728 x 90	49kb	49kb	All Flash creative require a back up GIF
300 x 250	49kb	49kb	All Flash creative require a back up GIF
960 x 150	49kb	49kb	All Flash creative require a back up GIF. Only available on inthemix.
300 x 600	49kb	49kb	All Flash creative require a back up GIF. Only available on inthemix.
Text link			200 Characters includes spaces

All ads with a white background require a border.  
Supply text ads within a .txt document.  
No strobing allowed

# Standard Ads

Examples



Smirnoff Be There  
(960 x 150px)



Same Same Mardi Bar  
(728 x 90px)



We Love Sounds  
(300 x 600px)



Tourism Northern Territory  
"Get CeNTred"  
(300 x 250px)

# Editorial Newsletter Ads

No Flash is allowed, only allowed to serve GIF/JPG creative.

Dimensions (W x H)	Maximum File Size	Available Sites
	GIF/JPG	
728 x 90	49kb	FasterLouder & Same Same
300 x 250	49kb	FasterLouder & Same Same
728 x 300	49kb	inthemix
300 x 600	49kb	inthemix

All ads with a white background require a border.

Static creative for 728x300 and 300x600 units. No animation or moving parts for these units is allowed.

# Editorial Newsletter Ads

Samples



FasterLouder Newsletter



Same Same Newsletter



728 x 300px

728 x 90px

300 x 250px

300 x 600px

# Events Newsletter

Example

Dimensions (W x H)	Maximum File Size	Notes
	GIF/JPG	
728 x 300	49kb	Static creative only, no animation or moving parts. Ads with white background require a border.
300 x 600	49kb	Static creative only, no animation or moving parts. Ads with white background require a border

# Expanding ad units

## Must be hosted by 3rd Party Vendor

Approved 3rd Party Vendors include: Eyeblaster, DoubleClick, Facilitate, Atlas, FlashTalking and EyeWonder.

All 3rd party ads must be live when sending to Sound Alliance to allow testing before creatives are scheduled to go live.

Video can start but sound must be muted for click initiation.

Initial Dimensions (W x H)	Expanded Dimensions (W x H)	Maximum File Size				Frame Rate	Notes
		Flash	GIF/JPG	Rich Flash	Video		
300 x 250	600 x 350	49kb	49kb	100kb	2MB	24 / sec	Expands downwards and to the left
300 x 600	600 x 600	49kb	49kb	100kb	2MB	24 / sec	Expands to the left. Only available on inthemix.

All expanding ads must be user initiated and must not automatically expand after the page loads. Expanding ads can remain open as long as a Close button is visible. Expanding ads must close immediately after the close button is clicked or the user moves the mouse off the creative.

Expanding ads are not allowed on [www.splendourinthegrass.com](http://www.splendourinthegrass.com) and [www.futureentertainment.com.au](http://www.futureentertainment.com.au)

Expanding ads will not run within the forum and video sections of any sites.



# Dedicated Emails (EDMs)

- Brands are required to send relevant brand guidelines or style guides
- All logos to be supplied as editable PDF's or EPS files with layers in place
- Artwork to be submitted to Sound Alliance for adaptation into a Sound Alliance brand e-mail
- Imagery supplied should be of the best quality / highest resolution available (300 DPI preferred)
- Photoshop files should be layered, not flattened
- Fonts used in artwork need to be supplied separately as PC or Open Type font files. MAC fonts will not be accepted
- When font files can't be supplied please outline / flatten type in artwork files
- Clients must also submit brand related of copy.  
Short version (300 characters including spaces) and a Long Version (500 characters including spaces)
- Subject lines will not be any longer than 60 characters (including spaces)
- Subject line must include the brand website initials in square bracket ie [ITM], [FL] or [SS]
- EDM must contain an offer related directly to our audience supported by a promotion or "Money Can't Buy" experience (Sound Alliance reserves the right to reject unsuitable messages)
- Offer must be open to all recipients who are registered members of a Sound Alliance website. Recipients are not required to make a purchase to access the offer
- EDMs can only contain links to areas of a Sound Alliance website (eg. competition page, article, video). Links to third party URLs will not be accepted
- Prize value must be a minimum \$2000 and an experience considered as "Money Can't Buy". This will be determined by the target website's Marketing Manager
- Prior to send EDM design and copy must be approved by the target website's Marketing and Editorial teams
- EDM design will be sent with the header and footer from the target website (ie. inthemix header and footer)
- EDMs can be sent only once to the subscribers
- Only one EDM per Sound Alliance website will be sent per week.

**NOTE**

There is a 5 days turnaround from receipt of artwork

# Dedicated Emails (EDMs)

Examples



Smirnoff Splendour In The Grass



Duke Spirit



Mardi Bar

# Flash Guidelines

## General Specifications

- Flash versions 6, 7, 8 & 9 are allowed
- Flash files must not exceed 49K
- For best results, we recommend having the button encompass the entire ad area throughout the timeline. Buttons must have the clickTAG expression (see example) in place of embedded URLs
- The clickTAG expression must be attached to a button object using the onRelease action
- The button object attached to the clickTAG expression should sit at the top layer, above all other elements.
- Do not embed any URLs in the Flash file
- Due to performance considerations frame rate must not exceed 24 frames per second. Banners exceeding 24 frames per second will not be accepted
- All Flash ads must be submitted with a SWF file and an alternate GIF image of the same dimensions. Alternative Images must also meet file size restrictions specs for that ad size. There is no need to include HTML files with your submission
- Loading files from cross domains is not permitted for security reasons
- All banner ads are subject to approval by Sound Alliance target website

## Audio

- Must be user initiated
- Users must click the sound option before sound initiates
- All audio is subject to approval before being sent live

## ClickTag ActionScript code:

The full text of the script is;

```
on(release)
{
    _root.getURL(clickTAG, "_blank");
}
```

## 3rd Party Approved Vendors

Approved 3rd Party Vendors include: Eyeblaster, DoubleClick, Facilitate, Atlas, FlashTalking and EyeWonder. All 3rd party ads must be live when sending to Sound Alliance to allow testing before creatives are scheduled to go live.

## Ad Submission Guidelines

Type of Creative	Time Required
Standard GIF/Flash	3 business days
Rich Media	5 business days

Rich Media creative must be delivered at least Five (5) business days prior to the start of an insertion term. All standard GIF and Flash creative must be delivered at least Three (3) business days prior to start of an insertion term.

For Newsletters and Dedicated Emails we require 5 working days turnaround from receipt of artwork.

For further specific information on Advertising guidelines please contact your Account Manager.

# Advertising on our Network

Sound Alliance is a recognised industry leader in providing integrated marketing solutions for brand partners and advertisers that stand out from our competitors. We are experienced operators in brand communication, media, marketing, music, events and digital - all uniquely focused on young adult consumers.

Sound Alliance prides itself on offering creative and tailored advertising opportunities for its clients. Regardless of your budget our sales team will gladly create an advertising and promotional package to suit your specific needs.

## Our Websites

1. [www.inthemix.com.au](http://www.inthemix.com.au)
2. [www.FasterLouder.com.au](http://www.FasterLouder.com.au)
3. [www.messandnoise.com](http://www.messandnoise.com)
4. [www.SameSame.com.au](http://www.SameSame.com.au)

## Represented Websites

1. [www.SplendourInTheGrass.com](http://www.SplendourInTheGrass.com)
2. [www.FutureEntertainment.com.au](http://www.FutureEntertainment.com.au)
3. [www.hypem.com](http://www.hypem.com)

# Contact Us

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