the Strad

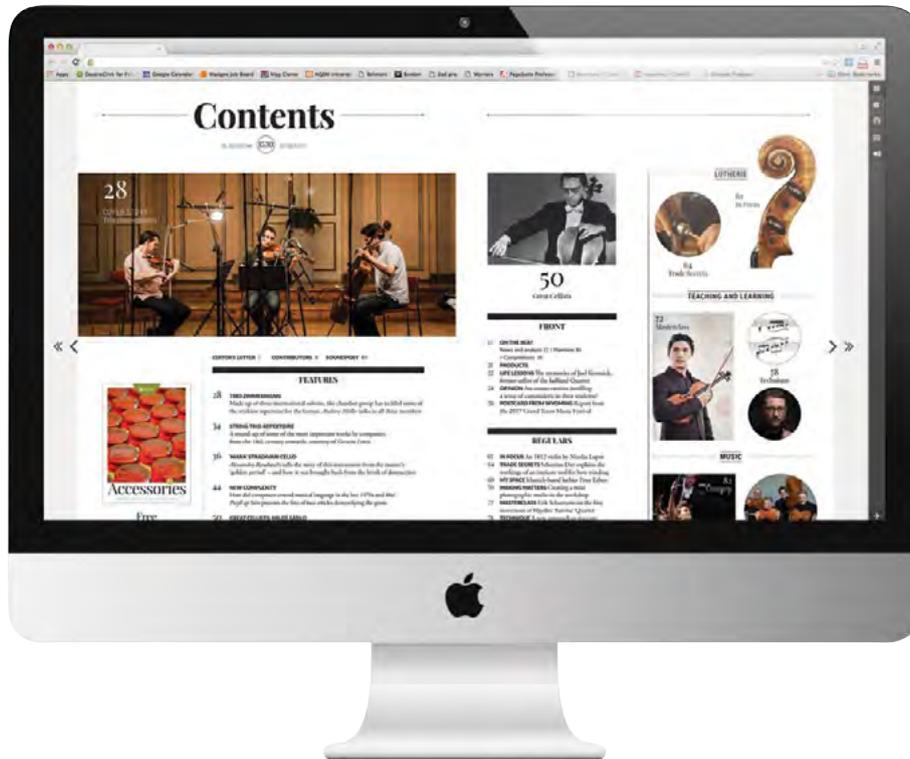ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

THE STRAD DIGITAL PLATFORMS

Reach the global strings market instantly across all media platforms.

The Strad Digital Platforms

reach a total digital audience of around **150,000** per month

The Strad Website

thestrad.com

directories.thestrad.com/
servicescourses

thestrad.com/
directories/jobs

*One click away from
The Strad readers!*

The Strad Email Alerts

**Monthly/Wednesday
& Friday News**

The Strad App & Digital Editions

**for Apple and
Android operating
systems**

*Print edition
comes alive!*

Extend your promotion in print with a presence on *The Strad Digital Platforms*
and benefit from full exposure on all *The Strad*'s media channels.

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ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

THE STRAD WEBSITE
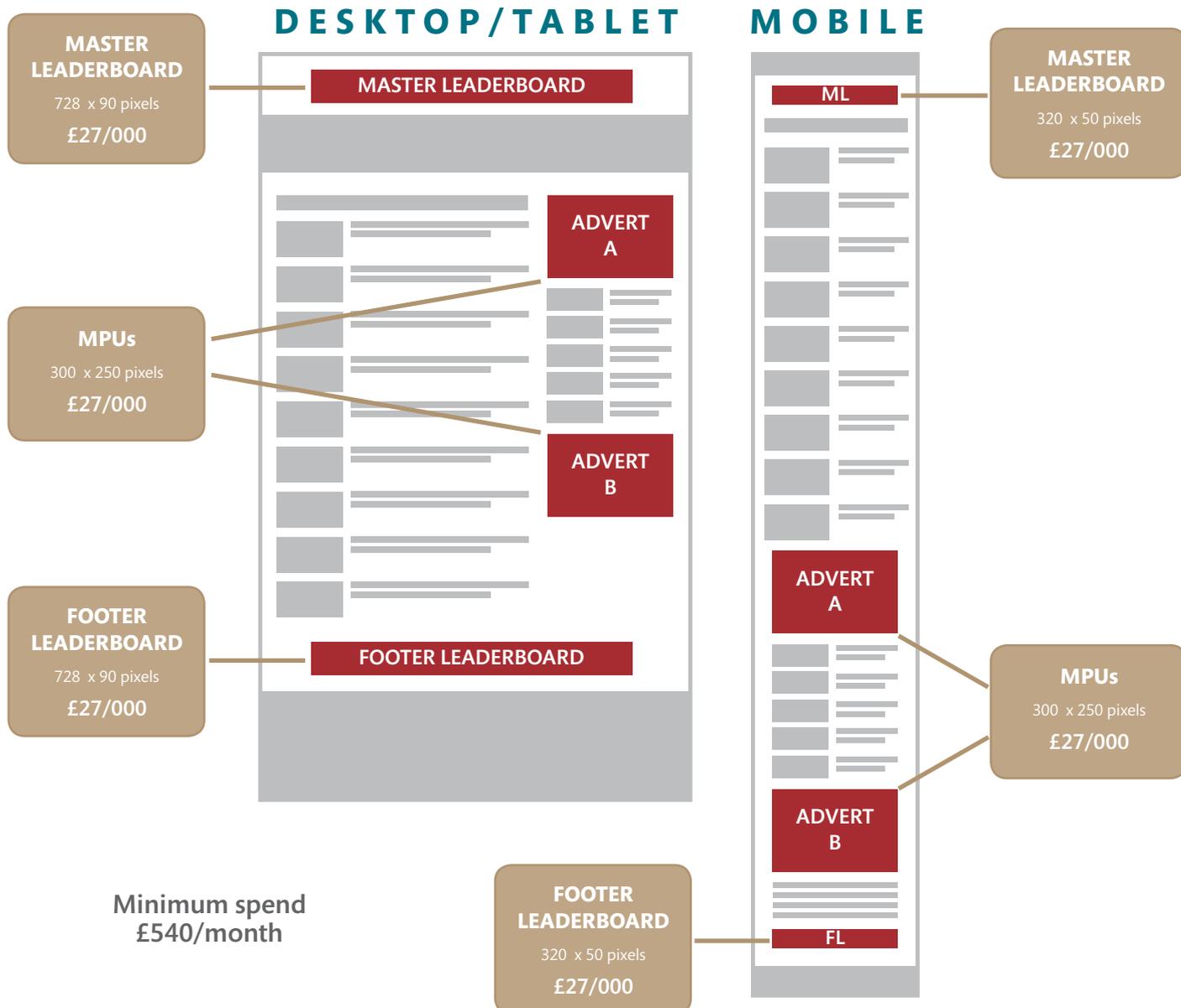
www.thestrad.com

A dedicated website delivering the latest news, blogs, information, features, analyses, jobs and comments to the international string community.

STATISTICS

- **100,000** unique visitors each month
- **250,000** monthly page impressions
- accessed by users from more than **180** countries
- **92%** of readers visit thestrad.com
- **74%** of readers say they found online advertisements useful

THE BENEFITS

- A model clearly focused on heightening brand awareness and delivering your advertising message
- Turn highly targeted audiences into potential customers with advertisements placed directly next to specific editorial sections
- Drive high numbers to the brand with total transparency
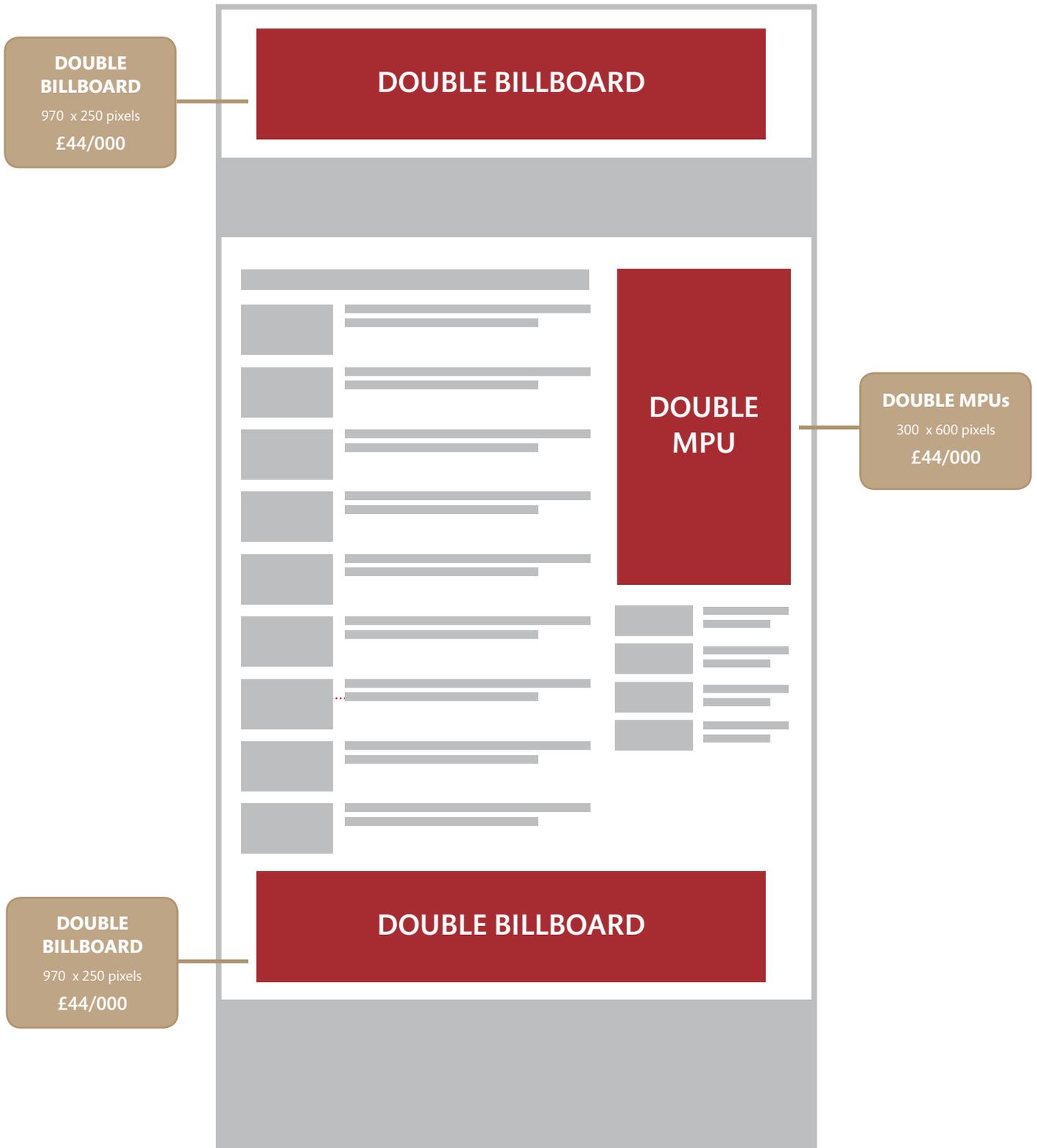- Flexibility, accountability and control

DESKTOP/TABLET

MOBILE

MASTER LEADERBOARD
728 x 90 pixels
£27/000

MASTER LEADERBOARD

ML

MASTER LEADERBOARD
320 x 50 pixels
£27/000

ADVERT A

ADVERT B

MPUs
300 x 250 pixels
£27/000

FOOTER LEADERBOARD
728 x 90 pixels
£27/000

FOOTER LEADERBOARD

ADVERT A

ADVERT B

MPUs
300 x 250 pixels
£27/000

FL

FOOTER LEADERBOARD
320 x 50 pixels
£27/000

Minimum spend
£540/month

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ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

DOUBLE-SIZED DIGITAL BANNERS FOR DESKTOP

DOUBLE BILLBOARD
970 x 250 pixels
£44/000

DOUBLE BILLBOARD

DOUBLE MPU

DOUBLE MPUs
300 x 600 pixels
£44/000

DOUBLE BILLBOARD
970 x 250 pixels
£44/000

DOUBLE BILLBOARD

THE STRAD EMAIL ALERT

TOP BANNER
730 x 120 pixels
£700 per e-alert

MID-BOX MPU
300 x 250 pixels
£540 per e-alert

BOTTOM BANNER
730 x 350 pixels
£580 per e-alert

Reach
The Strad audience
in an **instant**
by sponsoring
an email alert

FULL EMAIL ALERT SPONSORSHIP
includes:

TOP BANNER
730 x 120 pixels

MID-BOX MPU
300 x 250 pixels

BOTTOM BANNER
730 x 350 pixels

£1550 per e-alert

The Strad has a dedicated online audience with over **16,000** email addresses and contacts from the string market worldwide

the Strad

ESSENTIAL READING FOR THE STRING MUSIC WORLD SINCE 1890

DIGITAL SPECIFICATIONS
WIDTH X HEIGHT

Masthead and footer leaderboards

Desktop / Tablet Landscape	Tablet - Portrait	Small Tablet - Portrait	Mobile
468x60 pixels	468x60 pixels	468x60 pixels	300x50 pixels
728x90 pixels	728x90 pixels		300x75 pixels
970x90 pixels			320x50 pixels
970x250 pixels			

MPUs

Desktop / Tablet Landscape	Tablet - Portrait	Small Tablet - Portrait	Mobile
300x600	300x250	300x250	300x50
300x250			300x75
			320x50
			300x250

Sponsored links with logo		Logo	Text
Creative size (pixels) GIF/JPEG/PNG only		190x110	Max 30 words

Jobs online page		Logo	Text
Creative size (pixels) GIF/JPEG/PNG only		250x300	Max 300 words

E-mail alerts

	Top Banner	Mid-box MPU	Bottom Banner
Creative size (pixels)	730x120	300 x 250	730x350max

GIF/JPEG only. An active URL must be supplied for the ad to link to.

WE NO LONGER ACCEPT FLASH/SWF CREATIVE

HTML5
The preferred method of receiving HTML5 creative is through 3rd party ad tags. Newsquest accept most code from 3rd party vendors. Here is a link to a complete list:

https://support.google.com/dfp_premium/answer/177366

If you wish to supply HTML5 files with Java/images (not through a vendor), please supply your creative early so we can test it.

Overview
HTML5 ads are expected to be larger than their Flash predecessors as Flash allows for better compressed and optimised single file delivery. However, owing to the nature of JavaScript, performance should remain a priority area for focus.

The initial file load size should not exceed 100KB. This is the size of the index.html file that is initially fetched from the ad server. It should contain the required code for the ad and manage asset loading. You should measure the ad file size after compressing it to a zip file. The archive must include all the assets and libraries used by the creative. If the ad contains multimedia formats (e.g. video/audio) the overall size should not exceed 10MB. This restriction is changed to 1.5MB if the multimedia assets are loaded from YouTube or any other optimised video delivery platform.

Optimisation
Ensuring proper optimisation is critical to providing high-performing creative. High latency ads will show poorer performance as the user may have scrolled it out of view before it is loaded. You may wish to consider multiple network speeds and reliability when developing an HTML5 creative.

Ad server features
Newsquest Specialist Media uses Google Double Click for Publisher (DFP) to serve all ads. This allows us to provide targeted delivery and a powerful reporting platform.

DFP is set up to use asynchronous rendering across our portfolio ensuring that ad latency does not impact on the overall user experience. But, in that respect, it is crucial that you optimise your ad code so it does not rely on page elements (e.g. jQuery) as they may not be available at the time your creative is rendered. Additionally, the creative will be served in an friendly iFrame. While this set-up allows for content script to access the host page, it should be avoided and measures should be taken to avoid ID collision as the same tag could be used multiple times on the same page.

IMAGE FILES
We can accept animated/static GIFs, JPEGs and PNGs
Maximum file sizes are according to ad dimensions
RGB only

SUPPLYING FILES
Files should be sent by email to
advertising@thestrad.com