

Advertising in conventional sizes and formats, delivered to our audience members in locations adjacent to editorial content. For print, generally refers to ads sizes 1/6 page and larger; for digital generally refers to rotating banners and rich media ads on websites and in e-newsletters. Display is best used as a branding strategy to increase awareness and familiarity of your product or service. Employed in a repetitive manner, display keeps your brand top of mind with the audience.

MAGAZINE	Type	Open Rate	Tablet	Print	Duration	Placement
Two-page spread	Display	\$10,400	Yes	Yes	Monthly	Far forward
Cover IV (outside back)	Display	\$8,000	Yes	Yes	Monthly	Guaranteed position
Cover II (inside front)	Display	\$6,400	Yes	Yes	Monthly	Guaranteed position
Cover III (inside back)	Display	\$6,200	Yes	Yes	Monthly	Guaranteed position
Page 3	Display	\$6,200	Yes	Yes	Monthly	Guaranteed position
Page 7	Display	\$5,900	Yes	Yes	Monthly	Guaranteed position
Page 9	Display	\$5,900	Yes	Yes	Monthly	Guaranteed position
Page 11	Display	\$5,900	Yes	Yes	Monthly	Guaranteed position
Full page	Display	\$5,600	Yes	Yes	Monthly	First half
2/3 page vertical	Display	\$4,500	Yes	Yes	Monthly	As available
1/2 page	Display	\$3,300	Yes	Yes	Monthly	As available
1/3 page	Display	\$2,700	Yes	Yes	Monthly	As available
1/4 page	Display	\$1,800	Yes	Yes	Monthly	As available
1/6 page	Display	\$1,200	Yes	Yes	Monthly	As available
1/8 page	Display	\$900	Yes	Yes	Monthly	Marketplace
1/12 page square	Display	\$600	Yes	Yes	Monthly	Marketplace
Holiday gift guide	Display	\$495	Yes	Yes	Monthly	Directory
1/2 page vertical	Display	\$3,300	Yes	Yes	Monthly	As available
1/3 page vertical	Display	\$2,700	Yes	Yes	Monthly	As available
1/4 page vertical	Display	\$1,800	Yes	Yes	Monthly	As available
1/6 page vertical	Display	\$1,200	Yes	Yes	Monthly	As available
1/8 page vertical	Display	\$900	Yes	Yes	Monthly	Marketplace

REQUEST A CUSTOM PROPOSAL AND PRICE QUOTATION

Your Marketing Services representative will prepare a custom proposal for you, reflecting all available discounts and incentives.

To book, please contact your sales rep.

Not sure who that is? Send an e-mail to sales@stringletter.com and we'll make sure to connect you with the right member of our team.



Building, engaging, and serving musical communities.

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DIGITAL DISPLAY ADVERTISING RATES

August 29, 2016

Digital advertising is sold at a cost per thousand impressions (CPM), where M = 1,000. To calculate the cost of your order, multiply the Sale Rate CPM for the ad type you're interested in by the number of 1,000's of times you want your ad to be seen. For example, if you want your Leaderboard ad to be seen 20,000 times, multiply the Sale Rate CPM for a Leaderboard by 20.

WEB	Type	Base Rate	CPM	Max Ms	Duration	Placement
Leaderboard	Display	\$110	\$5.50	1,000	Monthly	All but home page, header
Home page rectangle	Display	\$500	\$20.00	100	Monthly	Home page, center
Half page	Display	\$125	\$5.00	900	Monthly	All but home page, right column
Medium rectangle	Display	\$75	\$3.00	900	Monthly	All but home page, right column
Pop-up rectangle	Display	\$1,500	\$30.00	250	Monthly	Run of site, top left
Announcement Bar	Display	\$750	\$750.00	5	Monthly	Run of site, header

ENEWS & EMAIL	Type	Base Rate	CPM	Max Ms	Duration	Placement
Rectangle, Weekly Newsletter	eNews Display	\$200	\$5.00	40	Weekly	Interstitial
Rectangle, Daily Newsletter	eNews Display	\$300	\$15.00	250	Monthly	Interstitial
Sponsored Edition All Platforms	eNews Sp Edition	\$3,870	\$90.00	43	Weekly	Dedicated Send

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SPONSORED CONTENT ADVERTISING RATES

August 29, 2016

Stories about you, in your words and images, shared with our audience members in the same locations as content created by us. Sponsored ads are contextual, and most effective strategically if they carry news or informational value in a tone and design similar to the content they are embedded with.

SPONSORED A LA CARTE	Type	Base Rate	CPM	Max Ms	Duration	Placement
Social media post	Sponsored Content	\$1,200	\$3.00	400	Daily	News feed
Facebook boost post (not in use)	Sponsored Content	\$200	\$10.00	360	Weekly	Boost post
Web sponsored story	Sponsored Content	\$400	\$16.00	25	Daily	Home page feature + dedicated page
Weekly e-news featured story	eNews Sp Content	\$450	\$11.25	40	Weekly	Interstitial
Daily e-news featured story	eNews Sp Content - Daily	\$250	\$10.00	25	Daily	Dedicated send
Full-page print, formatted	Sponsored Content	\$4,200			Monthly	First half of magazine
1/2 page print, formatted	Sponsored Content	\$2,475			Monthly	As available
1/3 page print, formatted	Sponsored Content	\$2,025			Monthly	As available

SPONSORED CONTENT PACKAGES	Includes
Premium	Full-page print, formatted, Web sponsored story, Weekly e-news featured story, Social media post
Enhanced	1/2 page print, formatted, Web sponsored story, Weekly e-news featured story, Social media post
Budget	1/3 page print, formatted, Web sponsored story, Weekly e-news featured story, Social media post
Digital	Web sponsored story, Weekly e-news featured story, Social media post

SPONSORED CONTENT PACKAGES	Package Price	A la Carte Price
Premium	\$5,000	\$6,250
Enhanced	\$3,900	\$4,525
Budget	\$3,500	\$4,075
Digital	\$1,700	\$2,050

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