

CLASSICAL GUITAR

PRINT DISPLAY ADVERTISING RATES

September 1, 2016

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	Color	Bleed	Duration	Placement
Two-page spread	Display	\$2,850	Yes	Yes	Monthly	Far forward
Outside Back Cover	Display	\$2,450	Yes	Yes	Monthly	Guaranteed position
Inside Front Cover	Display	\$2,550	Yes	Yes	Monthly	Guaranteed position
Inside Back Cover	Display	\$2,700	Yes	Yes	Monthly	Guaranteed position
Page 3	Display	\$2,450	Yes	Yes	Monthly	Guaranteed position
Page 7	Display	\$2,350	Yes	Yes	Monthly	Guaranteed position
Page 9	Display	\$2,350	Yes	Yes	Monthly	Guaranteed position
Page 11	Display	\$2,250	Yes	Yes	Monthly	Guaranteed position
Full page	Display	\$1,500	Yes	Yes	Monthly	First half
2/3 page	Display	\$1,100	Yes	Yes	Monthly	As available
1/2 page	Display	\$950	Yes	Yes	Monthly	As available
1/3 page	Display	\$630	Yes	Yes	Monthly	As available
1/4 page	Display	\$470	Yes	Yes	Monthly	As available
1/6 page	Display	\$320	Yes	Yes	Monthly	As available
1/8 page	Display	\$240	Yes	Yes	Monthly	Marketplace
1/12 page	Display	\$160	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

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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	\$210	\$21.00	100	Monthly	All but home page, top and bottom
Home page rectangle	Display	\$180	\$18.00	100	Monthly	Home page, center
Pop-up rectangle	Display	\$400	\$40.00	100	Weekly	Run of site
Half page banner	Display	\$210	\$21.00	100	Monthly	Run of site
Medium Rectangle	Display	\$120	\$12.00	100	Monthly	Run of site
Announcement Bar	Display	\$300	\$300.00	5	Monthly	Run of site

ENEWS & EMAIL	Type	Base Rate	CPM	Max Ms	Duration	Placement
Rectangle	eNews Display	\$176	\$22.00	8	Weekly	Interstitial

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SPONSORED CONTENT ADVERTISING RATES

September 1, 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	\$380	\$20.00	19	Daily	News feed
Web sponsored story	Sponsored Content	\$1,000	\$50.00	20	Daily	Home page feature + dedicated page
Weekly e-news featured story	eNews Sp Content	\$400	\$50.00	8	Weekly	Interstitial
Full-page print, formatted	Sponsored Content	\$1,100			Monthly	First half of magazine
1/2 page print, formatted	Sponsored Content	\$625			Monthly	As available
1/3 page print, formatted	Sponsored Content	\$400			Monthly	As available

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

SPONSORED CONTENT PACKAGES	Package Rate	Open Rate
Premium	\$1,800	\$2,880
Enhanced	\$1,600	\$2,405
Budget	\$1,200	\$2,180
Digital	\$900	\$1,780

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