

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	\$5,810	Yes	Yes	Monthly	Far forward
Cover IV (outside back)	Display	\$5,395	Yes	Yes	Monthly	Guaranteed position
Cover II (inside front)	Display	\$5,200	Yes	Yes	Monthly	Guaranteed position
Cover III (inside back)	Display	\$5,020	Yes	Yes	Monthly	Guaranteed position
Page 3	Display	\$5,020	Yes	Yes	Monthly	Guaranteed position
Page 7	Display	\$4,840	Yes	Yes	Monthly	Guaranteed position
Page 9	Display	\$4,840	Yes	Yes	Monthly	Guaranteed position
Page 11	Display	\$4,840	Yes	Yes	Monthly	Guaranteed position
Full page	Display	\$3,065	Yes	Yes	Monthly	First half
2/3 page vertical	Display	\$2,230	Yes	Yes	Monthly	As available
1/2 page	Display	\$1,880	Yes	Yes	Monthly	As available
1/3 page	Display	\$1,230	Yes	Yes	Monthly	As available
1/4 page	Display	\$955	Yes	Yes	Monthly	As available
1/6 page	Display	\$655	Yes	Yes	Monthly	As available
1/8 page	Display	\$495	Yes	Yes	Monthly	Marketplace
1/12 page square	Display	\$335	Yes	Yes	Monthly	Marketplace
1/2 page vertical	Display	\$1,880	Yes	Yes	Monthly	As available
1/3 page vertical	Display	\$1,230	Yes	Yes	Monthly	As available
1/4 page vertical	Display	\$955	Yes	Yes	Monthly	As available
1/6 page vertical	Display	\$655	Yes	Yes	Monthly	As available

### 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](mailto:sales@stringletter.com) and we'll make sure to connect you with the right member of our team.



Building, engaging, and serving musical communities.

[Stringletter.com](http://Stringletter.com)

**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.

<b>WEB</b>	<b>Type</b>	<b>Base Rate</b>	<b>CPM</b>	<b>Max Ms</b>	<b>Duration</b>	<b>Placement</b>
Leaderboard	Display	\$200	\$20.00	70	Monthly	All but home page, top and bottom
Home page rectangle	Display	\$240	\$40.00	30	Monthly	Home page, center
Half page	Display	\$220	\$22.00	40	Monthly	All but home page, right column
Medium rectangle	Display	\$120	\$12.00	40	Monthly	All but home page, right column
Announcement Bar	Display	\$600	\$600.00	5	Monthly	Run of site, header

<b>ENEWS &amp; EMAIL</b>	<b>Type</b>	<b>Base Rate</b>	<b>CPM</b>	<b>Max Ms</b>	<b>Duration</b>	<b>Placement</b>
Rectangle	eNews Display	\$330	\$22.00	15	Weekly	Interstitial
Sponsored Edition All Platforms	eNews Sp Edition	\$2,160	\$90.00	24	Weekly	Dedicated Send

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# STRINGS

## 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		445	5	89 Daily	News feed
Web sponsored story	Sponsored Content		750	25	30 Daily	Home page feature + dedicated page
Weekly e-news featured story	eNews Sp Content		375	25	15 Weekly	Interstitial
Daily e-news featured story	eNews Sp Content - Daily		200	20	10 Daily	Dedicated send
Full-page print, formatted	Sponsored Content		2300	2300	1 Monthly	First half of magazine
1/2 page print, formatted	Sponsored Content		1700	1700	1 Monthly	As available
1/3 page print, formatted	Sponsored Content		700	700	1 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	\$3,100	\$3,870
Enhanced	\$2,600	\$3,270
Budget	\$1,800	\$2,270
Digital	\$1,300	\$1,570

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