



## Rate Card: Advertising & Professional Services February 2010

So many magazines cater to the average musician, but not MusicPlayers.com. Our readership is composed of serious musicians and pro-level players, currently 125,000 unique visitors per month (and growing).

Our readers come to us to learn what's new, what's the best, what's hot, and what's happening in the industry, and we deliver.

Whether we are serving up an in-depth product review, tutorial, or feature article, there is no better place to reach professional musicians and consumers of high-end musical instruments and recording gear than at MusicPlayers.com.

We are dedicated to working with you to find the best advertising solution to market your products while maintaining your budget requirements.

**Ask us for help in putting together the best marketing program that works for You!**

Half-width Banner  
234 x 60

**Starting as low as \$7/CPM**

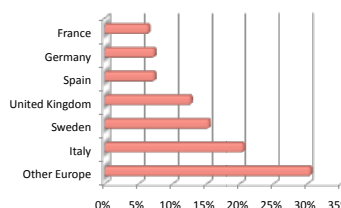
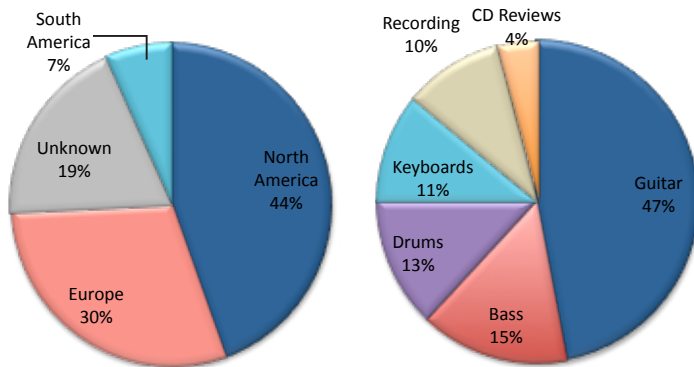
Full (Standard) Banner  
468 x 60

**Starting as low as \$11/CPM**

Leaderboard/Exclusive Banner  
728 x 90 or 774 x 90

**Starting as low as \$19/CPM**

### Serious Musicians Worldwide Choose MusicPlayers.com for the Best Pro Gear Reviews



Popularity of review content by category over the past twelve month

#### What Else Do You Get?

- All advertisers get free editorial links in product reviews, tutorials, and feature articles.
- An uncluttered, visually pleasing website where your advertisement doesn't get lost among fifty other ads on a page.
- Discounted rate for combined advertising campaigns (2 or more ads running at the same time).
- Cost-per-Click Advertising option, available and quoted upon request.
- All Ads (except for Box Units) rotate throughout our site in suitable, product-specific areas that match the content of the supplied ad, giving maximum, qualified exposure to our readers.
- With rates as low as \$7/CPM, anything is possible!

Box Unit  
300 x 250 or 250 x 250

Special placement within editorial content.

**Starting as low as \$25/CPM**