



# ADVERTISING RATES 2008

## BANNER POSITIONS

Interested in running your ad throughout all pages of the website? Take advantage of our impression-based Banner Sponsorships. Impressions to be determined at point of sale. Banner appears on the home page of the website, search result pages and interior run-of-site articles. Details listed below:

### [1] Top Leaderboard Banner (728x90)

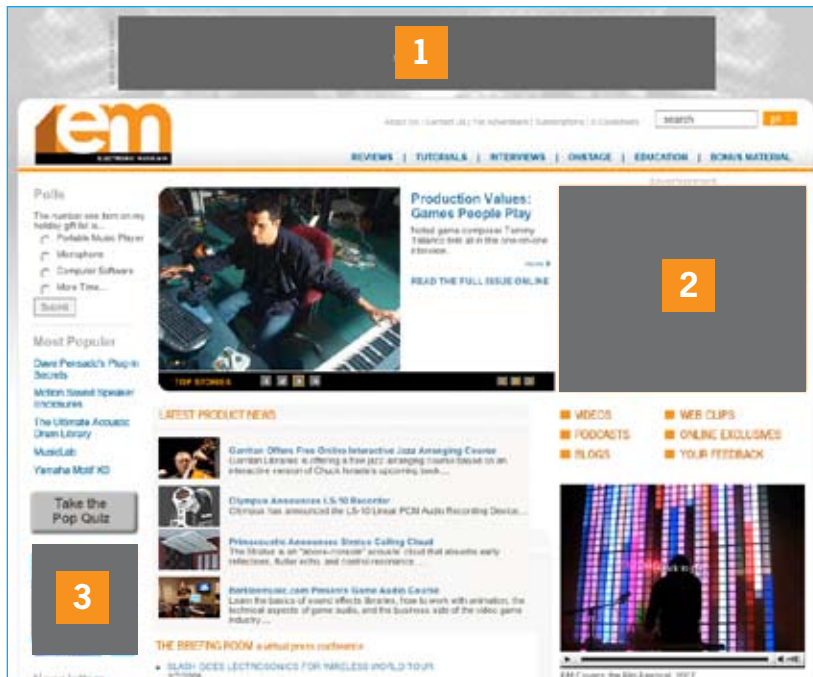
Attention-grabbing top banner position integrated into site's vertical navigation bar. \$40 CPM; run-of-site; 3 month min. commitment

### [2] Premium Boom Box Banner (300x250)

Integrated right into the core of the freshest content, this premium banner provides impact with large creative options. \$30 CPM; run-of-site; 3 month min. commitment

### [3] Navigation Bar Banner (125x125)

This banner is integrated into the site's vertical navigation bar. \$20 CPM; run-of-site; 3 month min. commitment



## CATEGORY SPONSORSHIPS

Ad units include all of the following:

### [1] Top Leaderboard Banner (728x90)

### [2] Premium Boom Bbox (300x250)

### [3] Navigation bar (125x125)

Category Roadblocks at \$30 CPM; 3 month min. commitment

## EMUSICIAN.COM CATEGORY BREAKDOWNS

Audio Editing Software	Microphones
Aux Hardware	MIDI Inst Controllers
Aux Software	Mixing Consoles
Control Surfaces	Monitor Speakers
DAW's/Recorders	Sequencers
DSP Software	Signal Processors
Elec Music Instruments	Software Instruments
Future Technologies	Sound Libraries
General Computing	

## CONTACTS

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## TECHNICAL SPECS

**Banner Formats:** GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, Enliven, Bluestreak, Motif. **File Sizes & Looping:** Max size = 30k;

Max Frames = 4; Looping = 3 times. **Materials Due:** Two business days prior to posting for non-Rich Media and 5 business days prior to posting for Rich Media.

**Include with Instructions:** Referring URL and alternate text. 3rd Party Ad Serving: DART, Atlas, Bluestreak, and Mediafarm. **Cancellation Policy:** Sponsorships require a 2-week written cancellation notice.

For more information about technical specs, please contact:

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