# [online advertising] Flexible. Affordable. Effective

## **Weekly Newsletter: This Week**

Reach out and ignite action—send your message to 26,000+ opt-in members of MA's mailing list in the most targeted email vehicle in the performing arts.

#### **Advertorial:**

Advertising in the form of written editorial. Includes:

- Headline—5-10 words
- Copy—50-60 words
- Photo or Logo—150 x 150 pixels
- URL

Top: \$595 Middle: \$475 Bottom: \$375

Production costs included.

Mailing list customization incurs additional charges.

### **Banner advertising:**

Exciting graphic presentation of your business with active hyperlink to web site of your choice.

BANNER SIZE	ТОР	MIDDLE	воттом
Standard	\$525	\$425	\$325
Large	\$750	\$650	\$550

#### **Breaking News Alerts:**

Sent when hot industry news breaks.

BANNER SIZE	COST
Standard	\$250
Large	\$475

#### Combination discounts available:

Advertiser supplies artwork (.jpg or .png file) and hyperlink)

### Sample advertorial

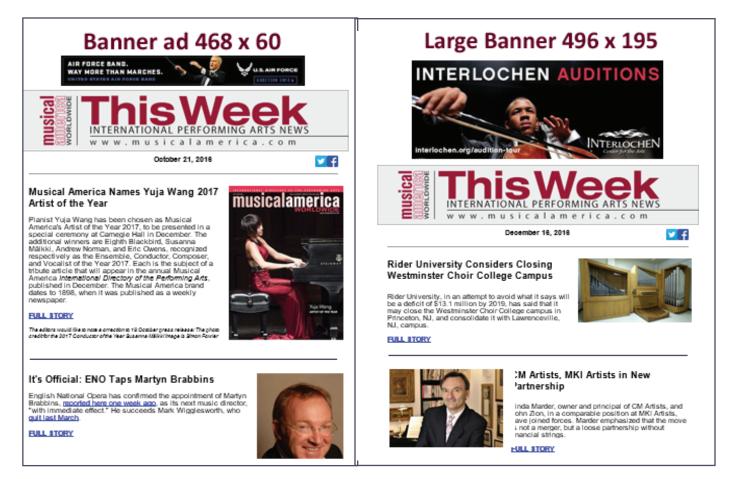


# [online advertising]

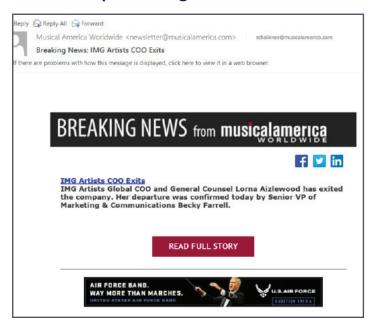
### Flexible. Affordable. Effective

www.musicalamerica.com

Sample standard banner ad: 468x60 Sample large banner ad: 496x195



#### Sample breaking news alert



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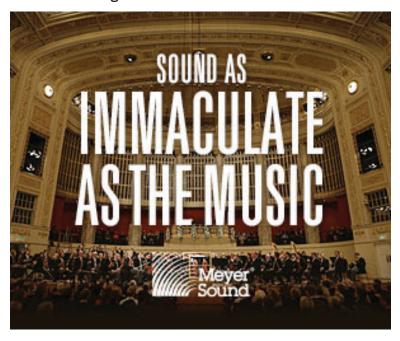
## MusicalAmerica.com

On-line hub of the performing arts. 90,000+ pageviews per month. Bookmarked and referred to daily by leading industry executives, artists, artist managers, music critics and more.

Leaderboard: 728 x 90



Medium Rectangle: 300 x 250



### **Leaderboard or Side Rectangle**

Pricing per month per page

Placement: Home, News, Professional Growth, or Career Center

Standard:\* \$595

Exclusive: \$1090 [Save \$100]

Placement: ROS (Run of Site—all other pages rotating)

Standard:\* \$495

Exclusive: \$910 [Save \$80]

Roadblock: Leaderboard and Side Rectangle

**Pricing per month** 

■ Placement: Home, News, Professional Growth, or Career Center

Standard:\* \$1090

Exclusive: \$2000 [Save \$180]

■ Placement: ROS (Rub if Site—all other pages rotating)

**Standard::\* \$910** 

Exclusive: \$1675 [Save \$145]

\* Standard: maximum of two advertisers rotate in this position.

Artwork supplied by advertiser: gif, jpg and flash, no larger than 100kbs.

Ads in media kit appear larger than actual size.