

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	\$8,840	Yes	Yes	Monthly	Far forward
Cover IV (outside back)	Display	\$6,800	Yes	Yes	Monthly	Guaranteed position
Cover II (inside front)	Display	\$5,440	Yes	Yes	Monthly	Guaranteed position
Cover III (inside back)	Display	\$5,270	Yes	Yes	Monthly	Guaranteed position
Page 3	Display	\$5,270	Yes	Yes	Monthly	Guaranteed position
Page 7	Display	\$5,015	Yes	Yes	Monthly	Guaranteed position
Page 9	Display	\$5,015	Yes	Yes	Monthly	Guaranteed position
Page 11	Display	\$5,015	Yes	Yes	Monthly	Guaranteed position
Full page	Display	\$4,760	Yes	Yes	Monthly	First half
2/3 page vertical	Display	\$3,825	Yes	Yes	Monthly	As available
1/2 page	Display	\$2,805	Yes	Yes	Monthly	As available
1/3 page	Display	\$2,295	Yes	Yes	Monthly	As available
1/4 page	Display	\$1,530	Yes	Yes	Monthly	As available
1/6 page	Display	\$1,020	Yes	Yes	Monthly	As available
1/2 page vertical	Display	\$2,805	Yes	Yes	Monthly	As available
1/3 page vertical	Display	\$2,295	Yes	Yes	Monthly	As available
1/4 page vertical	Display	\$1,530	Yes	Yes	Monthly	As available
1/6 page vertical	Display	\$1,020	Yes	Yes	Monthly	As available
Showcase full page	Display	\$1,690	Yes	Yes	Monthly	Showcase special section
Showcase 1/2	Display	\$995	Yes	Yes	Monthly	Showcase special section
Showcase 1/4	Display	\$597	Yes	Yes	Monthly	Showcase special section
Showcase 1/6	Display	\$450	Yes	Yes	Monthly	Showcase special section
Showcase 1/6 vertical	Display	\$450	Yes	Yes	Monthly	Showcase special section
Showcase 1/12 square	Display	\$325	Yes	Yes	Monthly	Showcase special section
1/12 square	Display	\$295	Yes	Yes	Monthly	Classifieds
1/24 square	Display	\$150	Yes	Yes	Monthly	Classifieds

### 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.



For musicians and music lovers

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



## DIGITAL DISPLAY ADVERTISING RATES

December 1, 2017

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	\$75	\$3.00	1,000	Monthly	All but home page, header
Half page	Display	\$125	\$5.00	1,000	Monthly	Run of site, right column
Medium rectangle	Display	\$75	\$3.00	1,000	Monthly	Run of site, right column
Pop-up rectangle	Display	\$500	\$20.00	250	Monthly	Run of site, top left
Announcement Bar	Display	\$750	\$750.00	5	Monthly	Run of site, header

ENEWS & EMAIL	Type	Base Rate	CPM	Max Ms	Duration	Placement
Rectangle, Weekly Newsletter	eNews Display	\$200	\$3.08	65	Weekly	Interstitial
Rectangle, Daily Newsletter	eNews Display	\$300	\$15.00	250	Monthly	Interstitial
Sponsored Edition All Platforms	eNews Sp Edition	\$3,000	\$40.00	75	Weekly	Dedicated Send

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**SPONSORED CONTENT ADVERTISING RATES**

December 1, 2017

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	\$500	\$500.00	1	Daily	News feed
Web sponsored story	Sponsored Content	\$400	\$16.00	25	Daily	Home page feature + dedicated page
Weekly e-news featured story	eNews Sp Content	\$450	\$11.25	40	Weekly	Interstitial
Daily e-news featured story	eNews Sp Content - Daily	\$250	\$10.00	25	Daily	Dedicated send
Full-page print, formatted	Sponsored Content	\$4,200			Monthly	First half of magazine
1/2 page print, formatted	Sponsored Content	\$2,475			Monthly	As available
1/3 page print, formatted	Sponsored Content	\$2,025			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	\$4,400	\$5,550
Enhanced	\$3,300	\$3,825
Budget	\$2,900	\$3,375
Digital	\$1,100	\$1,350

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