

## DoubleBassBlog.org

### 2007 Advertisement Rate Card

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There are several options for text-only, banner, audio, and video advertisements at doublebassblog.org and contrabassconversations.com. With affordable rates and intervals from as little as one week to as long as multiple months, there is virtually no limit to your promotional opportunities. Getting started is easy and guarantees that the message about your product, service, or institution will reach thousands of targeted readers every week. As one of the most popular double bass sites on the Internet, doublebassblog.org provides targeted traffic at a very competitive price.

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#### DoubleBassBlog.org - Weblog Advertising

Banner ads are available for placement in the left-hand side column (below the calendar) as well as the footer for individual articles. Banner graphics must be submitted as .jpg, .gif, or .png formats. Please indicate where you would like your banner ad to point (i.e. www.mysite.com) with your banner submission; otherwise, we will simply point your ad to your website.

We will also provide you with an appropriate Photoshop template for any of the following banner styles, or we can create an ad for you upon request. We produce special video advertisements as well, distributing these on doublebassblog.org, contrabassconversations.com, YouTube, and iTunes. This is a great option for selling instruments, products, or promoting programs of study.

#### SIDE COLUMN BANNERS (*always present*)

Dimensions (pixels)	Style	Weekly Rate	Monthly Rate
120 x 60	Horizontal Button	\$20.00	\$65.00
120 x 90	Horizontal Button	\$20.00	\$65.00
125 x 125	Square Button	\$25.00	\$85.00
120 x 240	Rectangle Button	\$50.00	\$175.00
180 x 150	Vertical Banner	\$50.00	\$175.00
160 x 600	Vertical Skyscraper	\$65.00	\$225.00
Custom	Custom	Contact us at 773-612-3597 or <a href="mailto:advertise@contrabassconversations.com">advertise@contrabassconversations.com</a>	Contact us at 773-612-3597 or <a href="mailto:advertise@contrabassconversations.com">advertise@contrabassconversations.com</a>

#### VIDEO ADVERTISEMENT (*distributed on doublebassblog.org, contrabassconversations.com, YouTube, and iTunes*)

Type	Style	Per Episode Rate
Video episode for your product, service, or institution	2-3 min. video	\$50.00
Major Sponsor	Custom	Contact us at 773-612-3597 or <a href="mailto:advertise@contrabassconversations.com">advertise@contrabassconversations.com</a>

#### ARTICLE BANNERS (*appear in the footer of the article page they are assigned*)

Even our older blog posts continue to receive traffic on a regular basis. Advertising on a single page can be a very effective long-term way to reach new clients and customers. Examples: [Music Store](#) page, [Music Links](#) page, [Downloads](#) page, [For Sale](#) page, [Articles](#) page

Dimensions (pixels)	Style	Per Article Rate
468 x 60	Full Banner	\$10.00

NEWS FEED BANNERS (*appear in the footer of each post accessed in a news reader*)

Dimensions (pixels)	Style	Weekly Rate	Monthly Rate
468 x 60	Full Banner	\$20.00	\$65.00

**Podcast and Vidcast Advertising** (*distributed several times a week through doublebassblog.org and contrabassconversations.com, YouTube, and iTunes*)

Purchasing an ad on the Contrabass Conversations audio and video podcast network ensures that your message will be seen and heard by a targeted audience of double bassists. Each audio and video episode is downloaded thousands of times, and previous episodes continue to be regularly accessed by visitors through a variety of media outlets, giving your ad quite a bit of longevity.

#### Podcast Advertising Rates

Type	Style	Per Episode Rate
Weekly audio podcast mention	Mention in podcast episode	\$10.00
Weekly audio podcast full advertisement	Ad copy read by host – 30 second spot	\$25.00
Major Sponsor	Custom	Contact us at 773-612-3597 or <a href="mailto:advertise@contrabassconversations.com">advertise@contrabassconversations.com</a>

#### Vidcast Advertising Rates

Type	Style	Per Episode Rate
Product ad in closing video credits	Full Screen Banner ad	\$20.00
Product ad in opening video credits	Full Screen Banner ad	\$30.00
Dedicated video episode for your product, service, or institution	2-3 min. video	\$50.00
Major Sponsor	Custom	Contact us at 773-612-3597 or <a href="mailto:advertise@contrabassconversations.com">advertise@contrabassconversations.com</a>

E-mail [advertising@contrabassconversations.com](mailto:advertising@contrabassconversations.com) or call 773-612-3597 for additional information or to place your order.