



## GUITAR PLAYER'S FRETWIRE EMAIL NEWSLETTER

**FRETWIRE** is the free bi-weekly e-newsletter from *Guitar Player* magazine, delivering the latest hot news and cool links to a musician community of **57,000 opt-in subscribers**. Reach beyond the readers of *Guitar Player*!

Subscribers will benefit from these regular features:

- **The GP Interview:** Excerpts from timeless interviews from the GP vault
- **Guitar Lesson:** Hot tips to improve playing technique
- **Stuff:** New gear, product reviews, and hot media releases

Integrate your messaging from print to online today with a product placement or banner advertisement in *Guitar Player's* FRETWIRE! Leaderboard, Skyscraper, and three rotating banner positions with 50 words of text are available to maximize your message to the *Guitar Player* community. Plus, three **Product Spotlight** listing slots are available to advertise your latest offerings!

**AD CLOSE DATE:** One week prior to mail date (due 2nd & 4th Wednesday of the month)  
 Newsletter mails the 1st & 3rd Wednesday of each month



**Leaderboard Sponsorship:**  
 728x90 with text above the opener; **\$2160**



**Skyscraper Sponsorship:**  
 160x600 tower ad; **\$1080**



**Rotating Banners:**  
 468x60 section breaks with text; **\$720**



**Product Spotlights:**  
 Three spots available per bi-weekly newsletter; **\$250 each**

**Technical Specifications**

Ad Format: GIF or JPEG files only. No Rich Media. Animated GIFs OK. File size not to exceed 40k for Leaderboard and Skyscraper spots and 25k for banner spots. Materials due: Two days prior to mail date. Include with artwork: Referring URL and 50 words of alt text. Product Spotlights: Product Photo: .eps file, mac format preferred, 300 dpi and CMYK format. Copy accepted via email or Word file. Cancellation Policy: Sponsorships require a 2-week written cancellation notice. All ads + Product Spotlights run at a three-month (6x) minimum.

**Contact your Advertising Director for more information:**

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