

# Guitar Player® GRIND

THE ESSENTIAL HARD ROCK AND HEAVY METAL NEWSLETTER | MUSIC PLAYER NETWORK

## GUITAR PLAYER'S GRIND EMAIL NEWSLETTER

**GRIND** is the monthly metal 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*!

GRIND subscribers will benefit from these regular features:

- Guitar coverage focused to the metal player
- Metal-oriented gear and product info
- Shred lessons
- Metal/hard rock artist interviews

Integrate your messaging from print to online today with a product placement or banner advertisement in *Guitar Player's GRIND!* 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 (First Tuesday of the Month)  
Newsletter mails the Second Tuesday of the month

- Leaderboard Sponsorship:**  
728x90 with text above the opener; **\$1620**
- Skyscraper Sponsorship:**  
160x600 tower ad; **\$810**
- Rotating Banners:**  
468x60 section breaks with text; **\$540**
- Product Spotlights:**  
Three spots available per monthly newsletter; **\$375**

### 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 (3x) minimum.

### Contact your Advertising Director for more information:

**Joe Perry**, Group Publisher: 770.343.9978; [jperry@musicplayer.com](mailto:jperry@musicplayer.com)  
**Grace Newman**, Advertising Director, East & Europe: 631.239.1460; [gnewman@musicplayer.com](mailto:gnewman@musicplayer.com)  
**Jessica Sullivan**, Advertising Director, Midwest: 661.255.2719; [jsullivan@musicplayer.com](mailto:jsullivan@musicplayer.com)  
**Greg Sutton**, Advertising Director/Business Dev, Northwest: 925.425.9967; [gsutton@musicplayer.com](mailto:gsutton@musicplayer.com)  
**Albert Margolis**, Advertising Director, Southwest & Asia: 949.582.2753; [amargolis@musicplayer.com](mailto:amargolis@musicplayer.com)

### Specialty Sales/Product Spotlight

**Mike Montgomery**, Advertising Director: 650.238.0307; [mmontgomery@musicplayer.com](mailto:mmontgomery@musicplayer.com)  
**Allison Smith**, Specialty Sales Associate, North: 650.238.0296; [asmith@musicplayer.com](mailto:asmith@musicplayer.com)  
**Will Sheng**, Specialty Sales Associate, South: 650.238.0325; [wsheng@musicplayer.com](mailto:wsheng@musicplayer.com)

