

## Email Newsletters

# GuitarPlayer®



REACH **140,000** GUITAR  
PLAYERS EVERY WEEK WITH FRETWIRE



REACH **53,000** ACOUSTIC  
GUITAR PLAYERS EVERY WEEK WITH FRETTS



REACH **51,000** METAL AND  
HARD ROCK GUITARIST EVERY WEEK WITH GRIND

The FRETWIRE, FRETTS and GRIND weekly editorial e-Newsletters are delivered directly to the inboxes of the active musicians you want to reach. Comprised of exclusive content, breaking news, product info, lessons, tips, artist notes, hot releases and more, your message in this quick-delivery vehicle gets the word out fast. Take advantage of the immediacy that leader board, and large rectangle ad placements provide you in this news oriented edition from the editors your customers trust the most. Additionally, three slots of "Product Spotlight" listings are available in each edition to offer your new and popular products greater exposure and direct links to product pages on your own site.

# TOP 10

## REASONS TO ADVERTISE IN FRETWIRE, FRETS, AND GRIND

### 1. CREDIBLE SOURCE

For over forty years, our readers have turned to *Guitar Player* as the go to resource for info on the latest in gear, informative lessons, and artist interviews. Advertising in *Guitar Player's* FRETWIRE, FRETS, and GRIND e-Newsletters, puts your message in place with the weekly information provided to our qualified and dedicated online readers.

### 2. TARGETED DISTRIBUTION

Advertising in *Guitar Player's* FRETWIRE, FRETS, and GRIND e-Newsletters allows your company to reach engaged and qualified musicians. Each week your message will be in front of over 140,000 prospective buyers who are always looking for the latest in new gear and related musician services.

### 3. 100% OPT-IN SUBSCRIBER LISTS

Subscribers to *Guitar Player's* FRETWIRE, FRETS, and GRIND e-Newsletters have asked to receive this information every week. Your message will not be mixed in with junk mail and spam. Our 100% opt-in policy ensures that your ad will make it through readers spam filters.

### 4. RELEVANT CONTENT

Our email newsletter editorial content is driven by the current news and issues relevant to musicians - period.

### 5. FREQUENCY

Frequency builds awareness. As weekly blasts, *Guitar Player's* FRETWIRE, FRETS, and GRIND e-Newsletters insures your message will be seen every week by our 140,000 opt-in subscribers.

### 6. AFFORDABLE

Advertising in *Guitar Player's* FRETWIRE, FRETS, and GRIND e-Newsletters is much less expensive than many other Internet advertising options, and dovetailed with a comprehensive program in print and the web, provides an expanded reach to achieving your marketing goals.

### 7. YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of *Guitar Player's* FRETWIRE, FRETS, and GRIND e-Newsletters have a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equal higher visibility.

### 8. IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your message. Your next customer is just a click away!

### 9. EXCEPTIONAL CREATIVE AND FUNCTIONAL DESIGNS

Our talented design team is continually raising the bar by creating appealing, yet easy to follow newsletter formats - and we continue to refine our designs based on reader analytics and click thru metrics (advertising and editorial).

### 10. TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.

# Integrate your print and online messaging today with a product placement or banner advertisement in *Guitar Player's* FRETWIRE, FRETS, or GRIND e-Newsletters!

## 1. LEADERBOARD

Purchasing the Leaderboard position in any *Guitar Player* e-Newsletter provides your company with top exposure at a minimal cost and drives quality traffic to your Web site. This is the premier position in this weekly resource for *Guitar Players* of all levels.

Dimensions: 728 x 90

File Formats: GIF or JPEG files only. No Rich Media. Animated GIFs OK.

Maximum File Size: 40k

## 2. LARGE RECTANGLE

Creative, attention-grabbing banner ads will help you get results. Banner ads allow your company to combine text, colors, graphics, and animation into a unique sales message that suits your product or service and directly target the many *Guitar Players* that read the FRETWIRE, FRETS, and GRIND weekly e-Newsletters.

Dimensions: 300x250

File Formats: GIF or JPEG files only. No Rich Media. Animated GIFs OK.

Maximum File Size: 25K

## 3. PRODUCT SPOTLIGHT

Three slots of Product Spotlight listings are available in each edition to offer your new and popular products greater exposure and direct links to product pages on your own site.

Dimensions: 160x90

File Formats: Copy accepted via email or Word file. Product Photo should be either an .eps or .tiff file, mac format preferred, 300 dpi and CMYK format.

Maximum File Size: 25k



### Materials due:

Three days prior to mail date. Include with artwork: Referring URL and alt text.

Send Materials To: Max Sidman [msidman@nbmedia.com](mailto:msidman@nbmedia.com); 212-378-0483



## MONTHLY AD RATES\*

<b>Leader Board</b>	728x90	\$1,600
<b>Large Rectangle</b>	300x250	\$600
<b>Product Spotlight</b>	160x90	\$400

\*MONTHLY RATE PROVIDES 4X MINIMUM RUN (ONCE A WEEK).  
PRICES REFLECT A 3 MONTH COMMITMENT

## CUSTOM EMAIL BLASTS - Quoted on Request

Client-provided content and graphic and/or repurposed *GP* editorial e-mail blast to select *GP* e-mail subscriber list. Additional CPM above 100k to additional MPN lists. Editorial custom content creation costs quoted on demand. Contact your sales representative for examples/details.

**Cancellation Policy:** Sponsorships require a 2-week written cancellation notice. All ads + Product Spotlights run at a three-month minimum.

## CONTACT

Joe Perry, Group Publisher  
[jperry@musicplayer.com](mailto:jperry@musicplayer.com); 770-343-9978

Jessica Sullivan, Advertising Director Midwest,  
Mid-Atlantic & Southeast  
[jsullivan@musicplayer.com](mailto:jsullivan@musicplayer.com); 661-255-2719

Greg Sutton, Advertising Director Northwest,  
Northeast, Canada & New Business Development  
[gsutton@musicplayer.com](mailto:gsutton@musicplayer.com); 925-425-9967

Albert Margolis, Advertising Director Southwest & Asia  
[amargolis@musicplayer.com](mailto:amargolis@musicplayer.com); 949-582-2753

Reggie Singh, Specialty Sales North  
[rsingh@musicplayer.com](mailto:rsingh@musicplayer.com); 650-238-0296

Will Sheng, Specialty Sales South  
[wsheng@musicplayer.com](mailto:wsheng@musicplayer.com); 650-238-0325