ADVERTISTING RATES: PianoWorld.com - 2014*

Piano World is Exclusively Online

Area	Ad Type	Displays	Term	Rate	Notes
Piano Forums and Run of Site					
Forums	125x125 button ad	Displays in left or right column	30 Days	$299.00	At our descretion, ad may show on right or left nav
NOTE:	The world famous Piano World Piano Forums are our single biggest audience attraction. Ads are NON-Exclusive. Button ads show up throughout the forums.				
ROS	125x125 button ad	Displays in left nav (excludes forums)	30 Days	$299.00	At our descretion, ad may show on right or left nav
	Run of Site on the rest of Piano World (excluding the forums). These areas account for millions of visitors a year.				
Combo - Forums & ROS	125x125 button ad	Displays throughout forums and full Run of Site.	30 Days	$498.00	Maximum exposure, includes: our world famous piano forums and our main web site
Interstitials					
	Interstitial ads show up within a post between the original post and first reply. They are sold by the category (forum) see below				
Interstitial / Interrupter Ad	A Banner or text ad that displays in a Forum on the Piano Forums. Display will be shown in every topic, between the first and second posts	Max size 568 wide by 80 high	30 Days	$399.00	This is an Interrupter ad that shows up inside the topic posts
	Available in: Piano Forum, Pianist Corner, Adult Beginners, Digital Pianos / Synths / Keyboards, Pianist Corner - Non Classical, Piano Teachers, Piano Tuner-Techs				
eNewsletter**	Text up to 100 words, and optional button (125x125 , NOT animated)	Within body of our Newsletter	1 Issue	$149.00	Currently 35,000+ subscribers (as of Dec 2013)
NOTE:	Newsletters also get posted on our site, and indexed by the search engines. Ads are NON-Exclusive unless you contract to "sponsor" an issue of the newsletter			$199.00	Exclusive Type in Newsletter. Your ad will be only one of it's type
Sponsor eNewsletter	Banner ad immediately after our introduction at top of newsletter		1 Issue	$299.00	Listed as "sponsor" of newsletter
****e Newsletter Stats**	Newsletters go out monthly, with occassional special issues in between. List as of Dec. 5, 2013 is 35,000. Open rate generally runs about 15-17% Rates are listed above.				

Classified Ads

NOTES:	Classified ads are our categorized ads that rank well in the major search engines. They can be found at: www.pianoworld.com/pianoclassifieds.html				
	Ex: Type "piano dealers CA" or "piano dealers NY" into Google (without quotes), we rank # 1				
	Most ads can be placed using the forms on this page: http://www.pianoworld.com/advertising				
Category	**States**	**Term**	**Rate**	**Total**	
Dealer					
	First State	1 year	$329.00		
	Second	1 year	$200.00	$400.00	

	Third	1 Year	$200.00	$600.00	
	4-10	1 year	Discounted		
	Note: Pictures are $5.00 additional for each picture				
	20 States	1 year	CALL	Note: Your business must actually be set up to	
	More than 20 States - Call For Quote				
Restorations					
	First State	1 year	$329.00		
	Second	1 year	$200.00	$400.00	
	Third	1 Year	$200.00	$600.00	
	4-10	1 year	Discounted		
	Special - 48 Contiguous States &	1 Year	CALL	Note: Your business must actually be set up to	
	Note: Pictures are $5.00 additional for each picture				
Movers					
	First State	1 Year	$ 289.00		
	2-9 States	1 Year	$99.00 EA.	Ex: 5 States = $289. + 4x $99. for a total of	
	10-50	1 Year			
	Special - 48 Contiguous States & Nationwide	1 Year	Call	Note: Your business must actually be set up to support the 48 states	
	Note: Pictures are $5.00 additional for each picture				
Tuners					
	First	1 Year	$ 169.95		
	Additional States	1 Year	$59.00 EA.		
	Note: Pictures are $5.00 additional for each picture				
Teachers					
	First	1 Year	$59.95		
	Additional States	1 Year	$59.95 EA.		
	Note: Pictures are $5.00 additional for each picture				
Category Home Page					
	Banner or text ad on the Home Page of a primary category in our classified				Limited Availability
	sections. Tuners, Teachers, Dealers, Movers, Restorations.				Must be approved
		30 Days	$399.00		
* Rates & Rules					
Ads are Non-Exclusive unless otherwise noted or negotiated					
Piano World reserves the right to refuse any ads, for any reason.					
Piano World reserves the right to ask advertiser to modify ad					
Claims made in ads must be based on fact and verifiable					
Piano World is not responsible for typos in ads, however we will make every effort to make corrections once					
Piano World is not responsible for technical glitches such as outages on the Internet. We do everything possible					
Rates are subject to change without notice. Rates in affect at the time an ad is purchased will remain in affect					
WEB TRAFFIC DETAILS:					
A recent snapshot of our traffic over the past year (November 2012 to November, 2013) shows:					
Visits					
8,628,866 (719,072 average per month)					

Unique Visitors					
5,126,749 (472,229 average per month)					
Pageviews					
28,265,658 (2,355,471 average per month)					
On traffic increase 10+% per year, which means our expectation for 2014 is at least 10% over the above numbers.					
Our audience is 99% piano/keyboard lovers (many of whom play multiple instruments) and 100% music lovers.					
Majority are 20-45 years old with slightly above average education and income.					
Piano World, 352 Moulton Hill Road, Parsonsfield, Maine 04047 Home-Office: (207)793-2524 / Mobile: (207) 929-0694					