



## Local Band Network Advertising Rates

### **Banner ads (468X60)**

Untargeted - \$2.00 CPM\*

GEO-Targeted ads - \$3.00 CPM (select up to 20 localities)

### **Leaderboard format (728X90)**

Untargeted - \$2.50 CPM\*

GEO-Targeted ads - \$3.50 CPM (select up to 20 localities)

### **Button format (150X150)**

Untargeted - \$0.50 CPM

### **Skyscraper format (90X728)**

Untargeted - \$2.50 CPM\*

GEO-Targeted ads - \$3.50 CPM (select up to 20 localities)

### **Ads in login section - Banner (468X60) or Leaderboard format (728X90)**

Seen only by registered bands as they update their information.

Untargeted - \$4.00 CPM\*

### **Inclusion in welcome email**

A one to three sentence spot in the email that is sent to every band when they register. Local Band Network averages 10 band registrations per week.

\$0.50/email

Payment is required in advance via PayPal. Minimum purchase is \$100.

The Local Band Network site gets over 300,000 page views from approximately 30,000 unique visitors per month. All ads will be placed in rotation and will appear approximately one out of every 10 times. The display frequency can be increased if desired. Custom advertising plans are available upon request. To get started advertising on Local Band Network contact John Fitzgerald at [fitz@localband.net](mailto:fitz@localband.net) or 773.868.1441

Supporting details regarding traffic and registration activity available upon request.

CPM = Cost Per Thousand impressions

Price list as of 4/1/2012

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