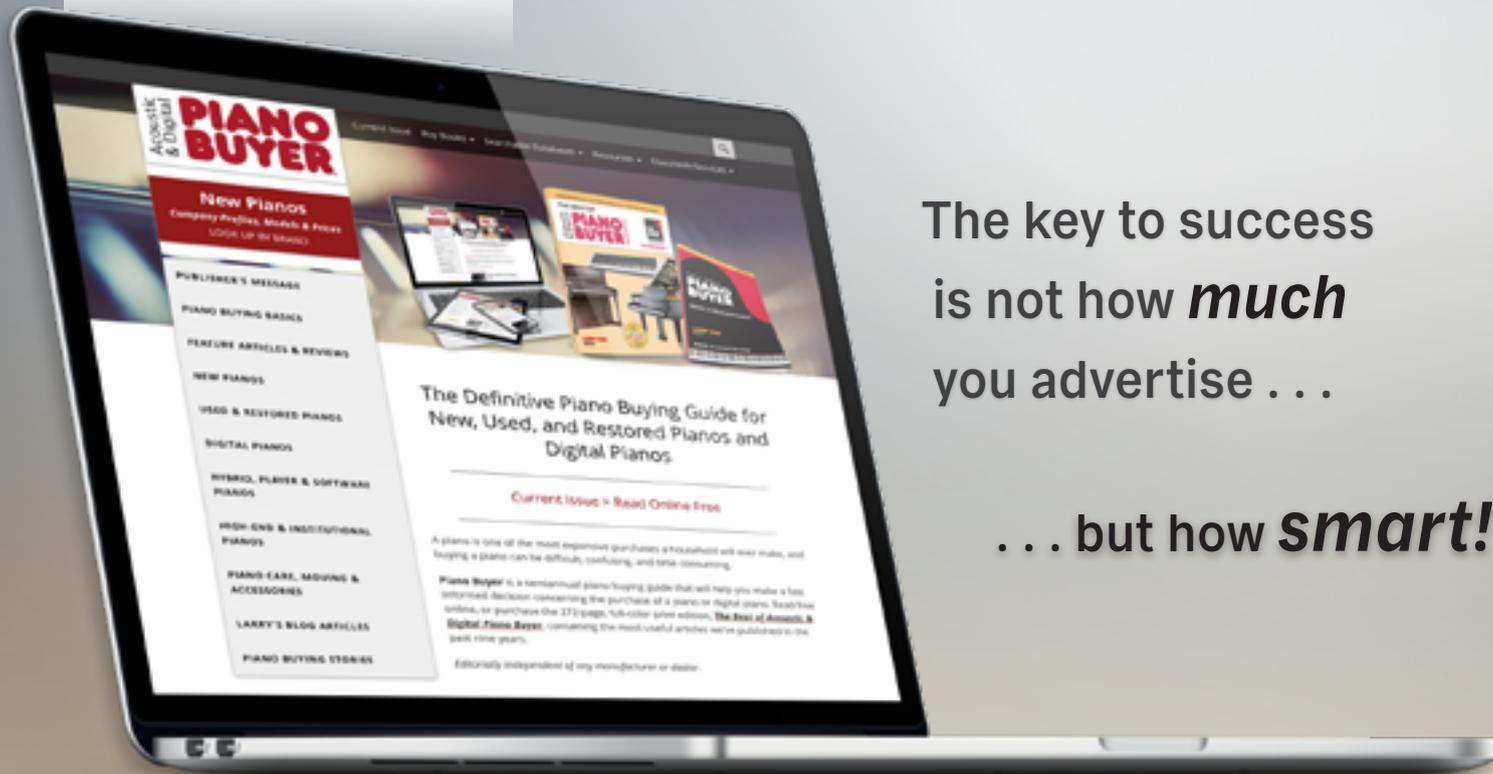


Acoustic  
& Digital

**PIANO  
BUYER**

# DIGITAL MEDIA KIT



The key to success  
is not how *much*  
you advertise . . .

. . . but how *smart!*

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# BACKGROUND & DESCRIPTION



*Acoustic & Digital Piano Buyer*, at *PianoBuyer.com*, is a free online publication devoted to the purchase, sale, and care of new, used, and restored acoustic pianos and digital pianos. It is the online successor to the highly successful print reference, *The Piano Book*, by Larry Fine, which has sold hundreds of thousands of copies since its first publication, in 1987.

Published online since 2009, *Piano Buyer* contains articles, instrument reviews, model-and-price listings, searchable databases, classified ads, and other tools to aid piano shoppers, owners, and sellers. The semiannual *Piano Buyer Model & Price Supplement* is available in both print and online versions. A collection of the most useful articles we've published over the years, *The Best of Acoustic & Digital Piano Buyer*, is published in print and revised every few years.

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# CIRCULATION & PROMOTION



The *PianoBuyer.com* website receives more than 30,000 unique visitors each month, who register over 100,000 monthly pageviews. About 70% of the visitors are from North America; 30% are international.

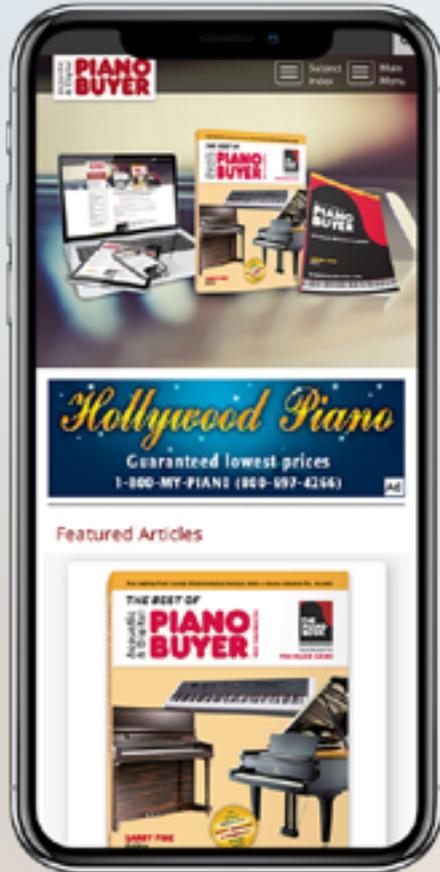
*Piano Buyer* is promoted through multiple channels, including Internet search-engine listings, e-mail blasts, and social media; and through advertising or cross-promotional arrangements with a number of piano- and music-related websites and publications, including *PianoWorld.com*, *PianoMart.com*, *Piano Technicians Journal*, *Music Trades*, *American Music Teacher*, *Clavier Companion*, *Making Music Magazine*, *International Musician*, and others.

Although most readers of *Piano Buyer* are in the market to buy or sell a piano, each issue is also thoroughly read and used as a reference by the piano trade—manufacturers, dealers, teachers, and technicians. *Piano Buyer* is, therefore, unique in its ability to reach both consumer and trade readers.

*Piano Buyer* provides piano manufacturers, dealers, rebuilders, technicians, and others an opportunity to effectively and inexpensively deliver their message to a precisely targeted market of active piano shoppers.

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# WHY ADVERTISE WITH US?



*Acoustic & Digital Piano Buyer* is the only advertising-based publication specifically aimed at the piano buyer. Virtually everyone who reads *Piano Buyer* will either be in the market for a piano or will be someone who strongly influences a piano purchase. Your precious advertising dollars could not be spent more effectively! This is also true for retailers in major population centers, where potentially hundreds of local piano shoppers will access this unique, free publication.

Since the piano trade also reads *Piano Buyer*, your consumer advertising doubles as trade advertising! And your dealers will see and appreciate your efforts to promote your brand to the prospects they talk with every day.

*Piano Buyer* contains the piano industry's most complete model-and-price reference. So unlike most publications, which are read only once, *Piano Buyer* is used continually by the trade—and by the consumer, for as long as he or she is in the market for a piano. This means that your message will likely be seen multiple times by your target audience for the cost of a single ad. Seen in this light, the cost of an ad in *Piano Buyer* is a steal compared to ads bought in any other major music publication!

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# CURRENT ADVERTISERS

Here is a list of current *Piano Buyer* advertisers.

Allegro Pianos	August Förster	Newfound Pianos	Reeder Pianos
C. Bechstein	Grotrian	North Bennet Street School	Rick Jones Pianos
Benchworld	Harrodser	Palatino	Ritmüller
Blüthner	W. Hoffmann	Pearl River	Roland
Bösendorfer	Hollywood Piano Co.	Period Piano Center	Samick
Brodmann	House of Troy	Petrof	Sauter
Bush & Gerts	Jasons Music Center	Piano Finders	Schimmel
Clavier Companion	R. Kassman Pianos	Piano Technicians Guild	Schumann
Cooper Piano	Jordan Kitts/Cristofori	Piano World	Seiler
Cory Products	Kawai, Shigeru	PianoDisc	Wilh. Steinberg
Cunningham	Kayserburg	PianoMart.com	Steingraeber & Söhne
Dampp-Chaser Piano Life Saver	Kingsburg	PianoWorks	Steinway & Sons
Dexibell	Wm. Knabe	Pierce Piano Atlas	Vaughan
Dynatone	Korg	Pleyel	Wertheim
e-Klavier	Mason & Hamlin	Plummer Piano & Organ	Wessell, Nickel, & Gross
England Piano	Michelle's Piano Co.	Pramberger	Woods Piano Co.
Faust Harrison Pianos	Modern Piano Moving	QRS	World Class Pianos
Fazioli	New York Piano Center	Randy Potter School of Piano Technology	Yamaha

# ADVERTISING OPTIONS

Two types of advertising vehicles are available in **Piano Buyer**: print-style ads and banner ads. *Print-style ads* are those whose positions in the online publication are predetermined and fixed, just as in a printed publication. *Banner ads*, on the other hand, appear only when the viewer meets certain criteria, such as living in a particular geographic area; can (and usually do) appear on multiple pages; and may vary in position from page to page. All online ads, both print-style and banner, can be clicked through (linked) to their advertisers' websites or videos.

## Print-style Ads

Most print-style ads are located within **Piano Buyer**'s articles, their positions chosen by the publisher based on the best match with the articles' subject matter and on space availability. The ads remain online for the full six months of each issue's life span. Print-style ads are the most cost-effective type of advertising for advertisers who wish to reach a national or international audience. Print-style ads have print-familiar specs and sizes, such as full page, half page, etc. Sizes and rates are shown on the page "Advertising Rates and Specifications." Advertisers can send us ad creatives made to our specifications, or we can create ads for a modest charge.

## Banner Ads

Banner ads are displayed throughout **PianoBuyer.com**—on pages containing articles, databases, blogs, stories, classified ads, and more. They are charged on a cost-per-thousand-impressions (CPM) basis at \$50 CPM (5¢ per impression). (Each time the ad is displayed to a viewer constitutes an impression.) There is a minimum charge of \$10 per month. Banner ads can target viewers in specific countries, states, cities, metropolitan areas, or zip/postal codes, and thus are the most cost-effective type of advertising for those who wish to reach a local or regional audience. For national advertisers with larger budgets, however, banner ads can also be a useful complement to a print-style ad campaign. We can estimate how many impressions your ad will get in a particular geographic area; contact us for a quote.

Banner-ad sizes are Leaderboard (728x90 pixels), to appear at or near the top of the page; and Medium Rectangle (300x250 pixels), to appear along the side or bottom of the page. Alternate sizes or positions may sometimes be necessary for mobile devices or on certain webpages. Because viewers will see a banner ad numerous times as they go from webpage to webpage, the ad's primary benefit will be its subliminal reinforcing of your brand through repeated viewings.

You can create your own banner ads to our specifications, or have us do it for you for a modest charge. Please contact the Publisher for more information about banner ads.

## Local Services Directory

The *Local Services Directory* is a specific page on our website to which a viewer can go to find ads for businesses that provide piano tuning, sales, rebuilding, teaching, and moving services in the viewer's local area. Local Services Directory ads are simply banner ads that are geographically targeted. Although most Local Services Directory advertisers are businesses that serve only a local clientele, some offer their services nationally, and so request that their ads be displayed in every local area.

Ads in the Local Services Directory receive far fewer impressions than do banner ads in other areas of the website, but because viewers are going to the Directory seeking services, these ads tend to get very high clickthrough rates—rates of 5% to 15% are not uncommon. Local Services Directory ads cost \$95 per year for a locally targeted ad (up to three states), and \$195 per year for ads aimed at a larger area (up to the entire world). To take out an ad in the Local Services Directory, please go to [pianobuyer.com/About/Advertise](http://pianobuyer.com/About/Advertise).

# ADVERTISING RATES & SPECIFICATIONS



## Ad Rates for 6-month term:

Full page	\$1,996
Half page	\$1,276
Third page	\$900
Quarter page	\$660
Eighth page	\$360
Banner	\$50 CPM

For further information,  
contact:

Larry Fine, Publisher  
[larry@pianobuyer.com](mailto:larry@pianobuyer.com)

A **print-style ad** appears within the body of an article. Please contact us to discuss placement. Your ad must meet the following specifications:

- JPG format, no flash or animation
- full page ad: 1200 pixels wide x 1500 pixels tall, size no larger than 1mB
- half page ad: 1200 pixels wide x 750 pixels tall, size no larger than 700k
- third page ad: 1200 pixels wide x 500 pixels tall, size no larger than 500k
- third page ad (vertical): 600 pixels wide x 1000 pixels tall, size no larger than 500k
- quarter page ad: 600 pixels wide x 500 pixels tall, size no larger than 400k
- eighth page ad: 600 pixels wide x 250 pixels tall, size no larger than 200k

A **banner ad** must meet the following specifications:

- JPG format, no flash or animation, size no larger than 60K
- Banner ads: 728 pixels wide x 90 pixels tall
- Banner rectangle ads: 300 pixels wide x 250 pixels tall
- Local Services ads: 300 pixels wide x 350 pixels tall

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# CONTRACT REGULATIONS & TERMS

## Contact Information:

### *Acoustic & Digital Piano Buyer*

Brookside Press LLC  
P.O. Box 601041  
San Diego, CA 92160 USA

619-738-4155  
fax 619-810-0425

*larry@pianobuyer.com*

## Editorial Calendar

	<i>Spring</i>	<i>Fall</i>
Advertising space reservation deadline	Feb. 15	Aug. 15
Advertising copy due	Mar. 1	Sept. 1
Publication date	Mar. 21	Sept. 21

## Submission of any advertisement shall constitute acceptance of the following general conditions:

- Advertisements are accepted upon the representation that advertiser and its agency have the right to publish the contents thereof. In consideration of such publication, advertiser and its agency agree to indemnify and hold publisher harmless against any expense or loss by reason of any claims arising out of publication.
- Publisher shall have no liability for errors in the Advertiser Index.
- Publisher shall have the right to hold advertiser and/or its advertising agency jointly liable for such monies as are due and payable to the publisher for advertising.
- Publisher will assume that retailer's ads adhere to applicable dealer agreements for new pianos represented.
- *Short Rate:* Should an Advertiser's contract be unfulfilled at the end of a contract period, the Advertiser will be shortrated to the frequency earned.
- *Production Charges:* Advertiser will be charged on a reasonable time and materials basis if ad is produced by Publisher.
- All advertising runs at the discretion of the Publisher.
- Payment must be made in US dollars on a US bank.
- New advertisers may be required to pay for first insertion in advance.

## Terms:

Bills are rendered date of publication, net 30 Days, no cash discounts. 15% to recognized agencies when paid within 30 days. Payment must be made in US dollars on a US bank. New advertisers may be required to pay for first insertion in advance. For advertisers with approved credit, payment is due upon publication of online edition. Overdue accounts will be charged 1.5% per month.

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