

[HardRockin80s.com]

RATE CARD 2007



[GETTING STARTED]

1. Submit an insertion order to confirm your campaign by email in less than 10 minutes
2. Send us your creatives or have them designed by us or our media partners
3. Watch your campaign in action!

[AT A GLANCE]

For many, the Internet became an integral part of the marketing mix years ago; however, the technology to execute effective ad campaigns has only just arrived.

[Rates] Campaigns are available in blocks of time (months) rather than by impression (CPM). Long-term contracts are discounted. Our standard rates are following, although if we have excess ad inventory, those rates may be discounted.

[Standard Banner Advertising] We support GIF, JPG, Flash formats.

[Audio Advertising] 30 or 60 second advertisements played in-stream. These ads are also represented visually on our web based players and what's playing pages so those audio spots have a visual component/link that can immediately convert into click throughs to your site.

[Sponsorships] Upgrade your campaign by sponsoring our high traffic areas or home page sponsorship.

[Combination Advertisement Packages] Utilize any combination of two or more services above for a 25% discount off of individual rates.

[About] HardRockin80s.com is a grassroots organization founded to promote the style of music reflected in the 1980's and pre-grunge 1990's. We are dedicated to exposing existing and new artists that fit the 80's style or genre of classic hard rock and heavy music.

[Traffic & Our Reach] The HardRockin80s.com website caters to more than 100,000 monthly visitors, resulting in 1.8+ million page impressions per month. Our online radio listeners log 115,000 hours total time spent listening each month and we have over 70,000 tune-ins in that time.

[Demographic Info] Our audience is mixed male/female (65/35%), between the age of 18 and 34 (75%), and located in the United States (70%).

[CONTACT US]

Chris Veile
Owner, Hard Rockin 80s.com
Telephone: 877.842.6316
Mobile: 217.430.8084
E-Mail: chrisv@hardrockin80s.com

[Hard Rockin 80s.com Rate Card]

Choose Your Campaign	Monthly Rate (\$USD):
<p align="center">[BANNER]</p> <ul style="list-style-type: none"> • Impressions: Unlimited • Placement: Top, Center • Format: GIF, JPG, or Flash • Specs: 468x60 < 20K 	\$150
<p align="center">[SKYSCRAPER]</p> <ul style="list-style-type: none"> • Impressions: Unlimited • Placement: Side, Middle • Format: GIF, JPG, or Flash • Specs: 160x600 < 40K 	\$200
<p align="center">[SIDE BANNER]</p> <ul style="list-style-type: none"> • Impressions: Unlimited • Placement: Side, Middle • Format: GIF, JPG, or Flash • Specs: 120x60 	\$75
<p align="center">[SMALL SIDE BANNER]</p> <ul style="list-style-type: none"> • Impressions: Unlimited • Placement: Side, Middle • Format: GIF, JPG, or Flash • Specs: 100x35 	\$50
⇒ Each client will be provided with email reporting of banner click throughs and impressions.	
<p>[AUDIO ADVERTISEMENTS – 30 seconds]</p> <ul style="list-style-type: none"> • Spots per day: 12 • Specs: 30 seconds • Ad Duration: 1 month 	\$150
<p>[AUDIO ADVERTISEMENTS – 60 seconds]</p> <ul style="list-style-type: none"> • Spots per day: 12 • Specs: 31-60 seconds • Ad Duration: 1 month 	\$300
⇒ Audio advertisements include a small (60x60) banner image that is displayed on our playing pages and the web player when the ad plays. Detailed reporting is available on listeners reached.	

Sponsorships	Rate
[What's Playing Window & Web Based Player]	\$150 / Month
[Online Request Sponsor]	\$75 / Month
[Home Page]	\$125 / Month

Questions? Contact Chris Veile @ T. 877.842.6316 | chrsv@hardrockin80s.com

[INSERTION ORDER]

To confirm your ad campaign, please complete and submit this form.

Hard Rockin 80s.com
 Tel: 877.842.6316
 E-mail: chrisv@hardrockin80s.com

Campaign Details	Start	End	Quantity	Rate	Total
Total:					

Client Information			
Company Name:		E-mail:	
Address Line 1:		Phone:	
Address Line 2:		Fax:	
City:		Payment Type:	
State or Province:		Name On Card:	
Zip or Postal Code:		Card Number:	
Country:		Expiry Date:	
I agree to the terms & conditions below, signed:			

[TERMS & CONDITIONS]

[Start Date] Client to provide HardRockin80s.com with 2 business days to launch campaign or 10 business days to complete design work. **[Design]** To aid in the design process, client agrees to supply digital assets (high resolution photographs, artwork, press releases, biographies, so forth). For custom projects, please complete and submit our "Creative Questionnaire". **[Delivery]** HardRockin80s.com is not responsible for shortened campaigns due to technical fallout, natural disasters, scheduled site maintenance, site downtime, or otherwise. In the event that HardRockin80s.com is not able to fulfill 50% of duties outlined in this Insertion Order, a refund will be issued. **[Tracking]** Campaign statistics will be available to client. Note to Rich Media users: to enable click count, client agrees to insert unique tracking URL into source code. **[Ownership]** HardRockin80s.com will release ownership of custom creatives upon payment. Branded creatives are not released. **[Termination]** To cancel Insertion Order, client must notify HardRockin80s.com in writing within 7 days of campaign launch date. A penalty of 50% of total value of Insertion Order will apply to cancellations received after campaign launch date. **[Payment Info]** Rates reflect United States currency (\$USD). Client agrees to pay invoice within 30 days of issue date. A penalty of \$50 will be added for each additional 30-day period of non-payment. HardRockin80s.com accepts checks, money orders, Visa, MasterCard, or wire transfer. **[Extended Campaigns]** Long-term campaigns will not begin until payment is received in full. **[Indemnification]** HardRockin80s.com is not responsible for advertiser content, intent, or click through locations. Liability in the event of legal matters pertaining to such matters will fall upon the client. **[Modifications]** These terms & conditions may change at any time without prior notice. To receive an updated copy of this insertion order at any time, please contact us. **[Thank You]** Hard Rockin 80s.com appreciates your business.

[CREATIVE QUESTIONNAIRE]

Please complete this questionnaire to aid in the design process of standard creatives or audio ads. Your feedback is examined to better integrate effective marketing techniques and visuals.

1) What is the focus of your ad campaign?

- Product
- Service
- Event
- Artist
- Tour
- Other

Please Specify:

2) Please provide a brief description of your campaign focus:

3) What are the primary goals of your ad campaign? (Select 3 items or less)

- Acquiring New Customers
- Increasing Web Site Traffic
- Increasing Immediate Sales
- Generating Leads
- Exposing A New Product Or Service
- Exposing An Existing Product Or Service
- Branding Your Company
- Other

Please Specify:

4) Tell us about your target audience. (Demographic info, interests, etc.)

5) What information and / or visuals should be present on your ad? (Select all that apply)

- Company Name
- Company Logo
- Company Slogan
- Press Quotes
- Product Name
- Product Images
- Product Information
- Product Price
- Product Launch Date
- Official Web Site Link
- Other Link(s)
- Other

Please Specify:

6) Please provide further details about the selected items in question #5. (if any)

7) Please provide any concepts, ideas, or suggestions that will assist in the design of your advertisement. All thoughts, no matter how trivial, may assist in the design process.

[THANK YOU]