



LoneStarMusic  
 1243 Gruene Rd.  
 New Braunfels, TX 78130  
 www.lonestarmusic.com  
 800.TXMUSIC

## LoneStarMusic Ad Rates & Info

### About LoneStarMusic:

With over 1,500 artists, 5,000 CDs and 40,000 sound files available online, LoneStarMusic.com has become the unofficial capital of Texas Music on the World Wide Web. In 2008, LoneStarMusic.com averaged over 600,000 page views per month and over 60,000 unique visitors per month. LSM visitors can swap reviews, check tour dates, get venue information and read exclusive interviews with artists like Willie Nelson, Guy Clark, Cross Canadian Ragweed, Jack Ingram, Walt Wilkins, Delbert McClinton, Pat Green, and more. With the newest addition (LSM Nation) anyone can make their own LSM page to get regional info and network with other fans. Also, more than 45,000 Texas Music fans receive the twice-a-month E-newsletter. In addition to the retail location (in the Gruene Historic district of New Braunfels, TX), LoneStarMusic has a print publication (LoneStarMusic Magazine) with an online version as well. And LoneStarMusic has expanded the online presence further with the launch of LoneStarTunes.com - the only digital download site for fans of Texas, Red Dirt, and Americana music.

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Ad	Dimensions	Time Span	Rate
<b>Banner Ad</b> *Ad in Rotation	400x60	<b>1 week</b> or 150,000 impressions (whichever lasts longer)	\$250
	728x90	<b>2 weeks</b> or 300,000 impressions (whichever lasts longer)	\$350
	250x250 (all 3 sizes)	<b>1 month</b> or 600,000 impressions (whichever lasts longer)	\$600
<b>Box Ad in Newsletter</b> (Right Column)	105X150	<b>1<sup>st</sup> Monthly</b> or <b>Middle</b> of the Month Newsletter	\$400
<b>In-Store Spotlight</b>	Artist branded CD bin/displayer: 6 face outs	<b>Without Graphics</b> (One Month Program)	\$300
		<b>With Graphics</b> (One Month Program)	\$500
<b>Newsletter Sponsorship</b> (Banner Ad on Top of Newsletter & Right Column Text Block)	Banner: 400x60 Column Text Block: 110x440	<b>Full Month</b>	\$2000
		<b>1<sup>st</sup> Monthly Newsletter</b>	\$1500
		<b>Middle</b> of Month Newsletter	\$1000
<b>Ad on Venue pages</b> (great for targeting local spots)	250x100	One Month	\$99
<b>Site Sponsorship</b>	Further Details on Inquiry	One <b>Month</b> Program (Print Ad Included)	\$5000
		One <b>Day</b> Program	\$900

Also Available: Order Inserts & Bag Stuffers