

Here's what we've got for you to market your music to our readers in our back to school Sep/Oct issue:



The top four specials are better than a buy-one-get-one-free special, because they are lower than half the value.

These are for the Sep/Oct ("back to school") issue + the Nov/Dec ("music gear") issue.

- 2 full page b&w ads (\$645), 1 banner** ad (\$249), 1 eblast (\$499)
Total \$2688
Package Price \$1100 (this equals \$550 an issue)
- 2 half page b&w ads (\$464 each), 1 banner ad (\$249), 1 eblast (\$499)
Total \$1676
Package Price \$850 (this equals \$425 an issue)
- 2 ¼ page b&w ads (\$305 each), 1 banner ad (\$249), 1 eblast (\$499)
Total \$1358
Package Price \$700 (this equals \$350 an issue)
- 2 1/8 page color ads (\$152 each), 1 eNewsletter mention (\$499)
Total \$803
Package Price \$500 (this equals \$250 an issue)
- 1 1/8 page color ad (\$152 each), 1 banner ad (\$249)
\$152 No frills special
- 1 half page b&w ad (\$464 each)
\$300 No frills special

NOTE: ALL ads include a print ad as well as a corresponding ad in our online/digital edition (which will be free to the public this issue, with a code in the print edition giving people unlimited access to this online edition for two months). Don't forget to put your url in your ad, which will automatically get coded with an active link in our online issue. All banner** ads are for one month (and packages that include two issues translate to two months of banner advertising = one month per issue).



Let me know if you have any more questions! Take care.

Doug Van Pelt

Editor

HM Magazine

est. 1985

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P.S. Check out: the HM Commercial Spots #1, #2 and #3 at www.hmmag.com/etc/ & follow me at <http://twitter.com/dooglar>
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