

HM

THE HARD MUSIC MAGAZINE



Podcast

THE HM PODCAST CHANGES EVERYTHING!

The new HM Magazine PODCAST is changing the way Hard Music fans listen to music! Each monthly show features over an hour's worth of full songs from the hottest new bands and classics, exclusive artist interviews, scene reports, music and book reviews, special features and more! Episodes are available as on-demand streams, or via RSS Podcasts through iTunes, AOL, Google and loads of other services. Each new episode gets pushed out to subscribers and is listened to multiple times on computers, iPods and other MP3 players. The impact is huge, and long-lasting. Each episode remains available on-line indefinitely.

ADVERTISING ON THE PODCAST

Gyroscope Arts offers several types of ads on the podcast.

Sixty Second Spots

Just like good ol radio, you can buy 60 second spots to get the word out. You can provide this ad pre-produced (must be to professional standards) or Gyroscope can produce it for you (see below for pricing and details.)

CURRENT PRICE: \$750 (for 30,000 listeners and rising, plus replays, extra tags at the end of the show and logo / link on the upcoming online Podcast Page.

HM DISCOUNT: Any clients with a full page ad or greater can buy a sixty-second ad for just \$500!

SPONSORSHIPS

A client can sponsor an episode of the podcast for \$1500 (non-exclusive) or \$3500 (exclusive), which includes a live-read sponsorship plug at the top and bottom of the show, up to three sixty-second ads and an "advertorial" type interview feature within the podcast (all music subject to approval by HM staff).



SHOWCASES

Special five minute showcases are available to promote a new band, album, label or book. Songs can be featured in their entirety, with brief phone interviews as well as a standard sixty-second ad spot or live-read. Showcases cost \$1000 per episode, and include a dedicated HTML email blast from HM.

SPECIAL EDITIONS

"Special Edition" Podcasts will be released between full episodes and may be up to fifteen minutes long. They will include artist / author interviews, song clips and whatever else it takes to make this worth your investment. The cost for a "Special Edition" is \$2500.

PRODUCTION SERVICES

Gyroscope can produce ads for any budget. A basic live-read with a musical bed costs \$90. A more deluxe ad with multiple edits, special effects and script adapting costs \$150. Script writing and consulting fees are based on a fee structure of \$100 / hour. You may use your ads however you like outside of the HM Podcast. Contact us for examples of previous work.

Prices are subject to change. Visit hmmag.com or subscribe to the Gyroscope Arts Email List for any late-breaking adjustments.

Gyroscope Arts
JJT@GyroscopeArts.com
630-272-4976
PO Box 5628
Aurora IL 60507-5628