



ARTISAN NEWS SERVICE

MEDIA KIT

For

www.artisannewsservice.com



Who We Are & What We Do



Metallica's James Hetfield

Do you target upscale 18-49 males? Do you pursue the demographics or psychographics of the rock audience with related sponsorships? If so, then the Artisan News Service with its access to the glamorous world of Rock and Roll is the place to advertise.

Artisan News Service is a B2B and B2C rock music news and feature service.

The B2B portion of the company syndicates timely content to broadcast, print and Internet media outlets across multiple platforms. In exchange for this content, Artisan receives access to our affiliates' broadcast, print, web and cross media inventory via barter or revenue sharing, allowing us to offer quality advertising from our network.

Contact Artisan sales if you're interested in advertising in our affiliate network.

The rest of the rate card focuses on B2C advertising on the Artisan website.

The Artisan News Service Website Is The Best Place For Your Money If You Target A Rock Audience

1. You can reach the entire Artisan community or zone in on the only those visitors to our site you choose to target by micro-serving them with specific format channels. Our motto is quality over quantity.

2. We offer CPM advertising, sponsorships and in media (video or audio) advertising for your products or services.

3. We deliver to you the biggest names in rock and the benefits to your brand from such association.



Robert Smith of The Cure

Rock aficionados are diverse, upscale and active trendsetters, a very desirable audience for advertisers. They range from teens influencing their peers' tastes and their parents' buying decisions to boomers in their peak earning years. They tend to be more male than female. This is the Artisan audience.

Artisan's approximate monthly impressions approach 500,000, with an estimated 60,000 unique visitors. We are growing exponentially, forecasting monthly impressions and unique visitors to grow to minimums of 3 million and 360,000 during the next year. 75 percent of Artisan visitors are 12-34 and 75 percent are 25-54 as well. Artisan's audience is roughly 70 percent male.



Here are some rock audience income, recreational activity and product usage facts compiled by Scarborough Research. All figures are based on a 100 point index with 100 being average and 200 being twice average.

Attribute	Index
Household Income Exceeding \$100,000	158
Multiple Cars	145
Jogger or Runner	167
Team Sports Participant	185
Commercially Prepared Iced Tea	121
Sports Drinks	143

Content

The Future Of Rock Journalism



Geddy Lee Of Rush

We cover everything from The Who to Blink 182 to Jet to Bruce Springsteen to the Cure to Avril Lavigne and everything in between. We don't cover music just because it's new or old, hard or soft, popular or hip. We cover music because it's good! The performers we cover are in fact.... Artisans. These artists draw visitors to the Artisan website that have highly desirable demographic and psychographic attributes attractive to advertisers.

Others sites may report about similar music, but no one approaches the rock music coverage provided by Artisan News Service's interactive news and features.

Artisan is the innovator when it comes to interactive news. Broadband is quickly taking over the web landscape. Simple text doesn't cut it in an increasingly interactive world. You want to be associated with a hip and progressive company like Artisan News Service that meets the hi-speed, broadband generation's entertainment needs.

Our content outdistances our competitors. No other rock site offers as extensive video coverage as Artisan. We crank out 8-10 stories a day, giving your product a fresh platform for your message. We feature exclusive interviews, photos, tour dates, and audio and video footage of rock's biggest names.

Artisan names artists of the week and month and displays additional material in channels devoted to specific rock genres.

Rate Card 1.1

All rates are gross. 15 percent agency discount will be honored at our discretion.

IMPRESSION ADVERTISING

Creative Unit	Impressions	CPMs Run of Site	CPMs Specific Content
Buttons, Small Banners & Other Similar Small Units	Up to 500,000	\$10	\$20
	500,000+	\$7	\$15
Standard Banner Sizes	Under 100,000	\$20	\$30
	100,000-200,000	\$18	\$27
	200,001-500,000	\$15	\$22
	500,000+	\$12	\$18
Sky Scrappers, Large Banners & Other Similar Larger Units	Under 100,000	\$30	\$40
	100,000-200,000	\$27	\$36
	200,001-500,000	\$22	\$30
	500,000+	\$18	\$24

SPONSORSHIPS

Home Page

- Prominent display on home page with advertiser having creative unit and positioning flexibility and choice.
 - Embedded links in newsletters and other e-mail sent to registered users.
- 5 second streaming video advertising within interview segments (clients must supply own creative, which we can edit upon request).
 - Participation in general and custom promotions.
 - Perks. (Tickets, merchandise etc.)

Home Page Sponsorship Rates

*One month trial sponsorship for new advertisers \$7,500

Sponsorship Commitment	Cost Per Month
1 Month	\$30,000
3 Months	\$27,000
6 Months	\$25,000
9 Months	\$20,000
12 Months	\$18,000



Specific Content Sponsorships

Advertisers can also elect to sponsor specific content including the *News* section, and the *New Rock*, *Classic Rock*, *Pop Rock*, *Metal*, and *Jam Rock* channels.

- Prominent display on specific content pages, with advertiser having creative unit and positioning flexibility and choice.
 - Embedded links in newsletters and other email sent to registered users.
 - Promotional Opportunities
 - Perks (Tickets, merchandise etc.)

Specific Content Sponsorship Rates

*One month trial sponsorship for new advertisers \$500

Regular Price: \$2,000 per month or 100,000 impressions (whichever comes first)



Nic Cester of Jet

ADDITIONAL ADVERTISING OPPORTUNITIES

E-mail Advertising

- Single Sponsor E-mail 60 CPMs per mailing
- Multi-Sponsor E-mail 40 CPMs per mailing (Free to site sponsors and any other advertisers spending more than \$2,000 per month, subject to space availability).

Streaming Video In Interview Segments

120 CPM for 5 seconds (client must supply own creative)

No other rock site can match our video content. We used fast paced segments to maintain the interest of digital consumers. This means lots of interviews, stories and opportunities to get your message across via our in-video commercials.

Up And Coming Performer Listing

Bold faced text link to individual performer or band's web site in Up and Coming section. Cost \$100 per month (not subject to agency discount). Artisan News Service reserves the rights to set criteria for inclusion in this section.



ARTISAN NEWS SERVICE

Please contact us for quotes concerning the following advertising programs.

- Cost Per Click (CPC)
- CPA (Cost Per Action)
 - PI (Per Inquiry)
 - Micro Pages
 - Special Events
 - Contests
- Other Special Promotions
 - Advertorials
- Business Development, Partnerships and Revenue Sharing

Production Specs

Creative Unit	Size In Pixels
Standard Banners	468X60
Mini-Banners	234X60, 234X30
Large Banners	728X90
Skyscrapers	120X600, 160X600, 160X800
Squares and Rectangles	250X250, 300X250, 336X280, 272X160, 450X284
Buttons, Tiles and Other Similar Units	88X31, 120X60, 125X125, 120X90

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