

bassplayer digdeeper 2015 MEDIA KIT



370,000 DEDICATED BUYERS

SINCE 1988, BASS PLAYER HAS BEEN THE DEEPEST SINGLE SOURCE OF INSPIRATION, INFORMATION AND INSTRUCTION FOR PLAYERS OF ALL LEVELS AND STYLES. IN PRINT AND ONLINE, BP CONNECTS BASSISTS WITH THEIR HEROES VIA IN-DEPTH INTERVIEWS AND WORLD-CLASS TUTORIALS, AND DELIVERS THE INDUSTRY'S MOST TRUSTWORTHY GEAR REVIEWS. AT BASS PLAYER LIVE!, BP BRINGS IT ALL TOGETHER FOR THE SINGLE BIGGEST BASS EVENT OF THE YEAR, WHERE ROCK STARS AND BEDROOM BASSISTS ALIKE GATHER FOR A WEEKEND OF CLINICS AND GEAR EXHIBITS. FROM THE BEST BASS GROOVES OF YESTERDAY TO THE HIPPEST BASS GEAR OF TOMORROW, BASS PLAYER.



97,000 DEDICATED PRINT & DIGITAL READERS



56% OF SUBSCRIBERS PLAN TO BUY A BASS IN THE NEXT 12 MONTHS 89% ALSO PLAY OTHER INSTRUMENTS



81% VISITED AN ADVERTISER'S WEBSITE AS A RESULT OF READING ADS IN **bassplayer** digdeeper

LOYAL & ENGAGED

- 87% OF SUBSCRIBERS READ HALF OR MORE OF THE ADVERTISEMENTS IN BASS PLAYER
- 62% PURCHASED A PRODUCT AS A RESULT OF READING ADVERTISEMENTS IN BASS PLAYER
- 75% ADVISE OTHERS ON CHOOSING GEAR
- 53% SPEND MORE THAN TWO HOURS READING AN ISSUE OF BASS PLAYER
- 86% DO NOT READ GUITAR WORLD
- 90% DO NOT READ PREMIER GUITAR

SERIOUS MUSICIANS

- 84% OF SUBSCRIBERS HAVE BEEN PLAYING BASS FOR MORE THAN 10 YEARS
- 89% ALSO PLAY OTHER INSTRUMENTS

PLAN TO PURCHASE

- 60% PLAN TO BUY STRINGS
- 50% PLAN TO BUY CABLES
- 50% PLAN TO BUY AN AMPLIFIER AND SPEAKER CABINET

WELL-EDUCATED & AFFLUENT

- 61% OF SUBSCRIBERS HAVE A BACHELOR'S DEGREE OR HIGHER
- HOUSEHOLD INCOME: \$98,000

bassplayer digdeeper 2015 WEB & MOBILE AUDIENCE



85,000
UNIQUE MONTHLY VISITORS
180,000 PAGE VIEWS

f 108,000
LIKES
t 33,000
FOLLOWERS
32,000
NEWSLETTER SUBSCRIBERS

ADVERTISING ON BASSPLAYER.COM IS A PROVEN WAY TO MARKET YOUR PRODUCTS AND DRIVE VISITORS TO YOUR SITE. WITH CUSTOM VIDEOS, BANNERS AND PRE-ROLLS.

VIDEO ADVERTISING: GUARANTEED EXPOSURE IN ONE OF OUR MOST HIGHLY-TRAFFICKED SECTIONS. ENGAGE MUSICIANS WORLDWIDE WITH CUSTOM VIDEOS, BANNERS AND PRE-ROLLS.

MEDIA OPPORTUNITIES

INTERSTITIAL/PRESTITIAL
 CONTENT SPONSOR
 FOOTER
 COVER WRAP

INTERACTIVE SLIDER
 FLOATING AD
 PAGE TAKEOVER
 PUSHDOWN UNIT WITH VIDEO

eNEWSLETTER: DIRECT IN THE DIRECT IN ENEWSLETTER GOES DIRECT TO OVER 34K OPT-IN SUBSCRIBERS, WITH SUPERIOR REACH AND OPEN RATES, DIRECT IN IS AN EXCEPTIONAL VALUE TO CONNECT WITH ENGAGED PLAYERS WORLDWIDE.

VIDEO
 CLICKABLE WALLPAPER
 EXPANDING
 CUSTOM AD UNITS

REDESIGNED WEBSITE

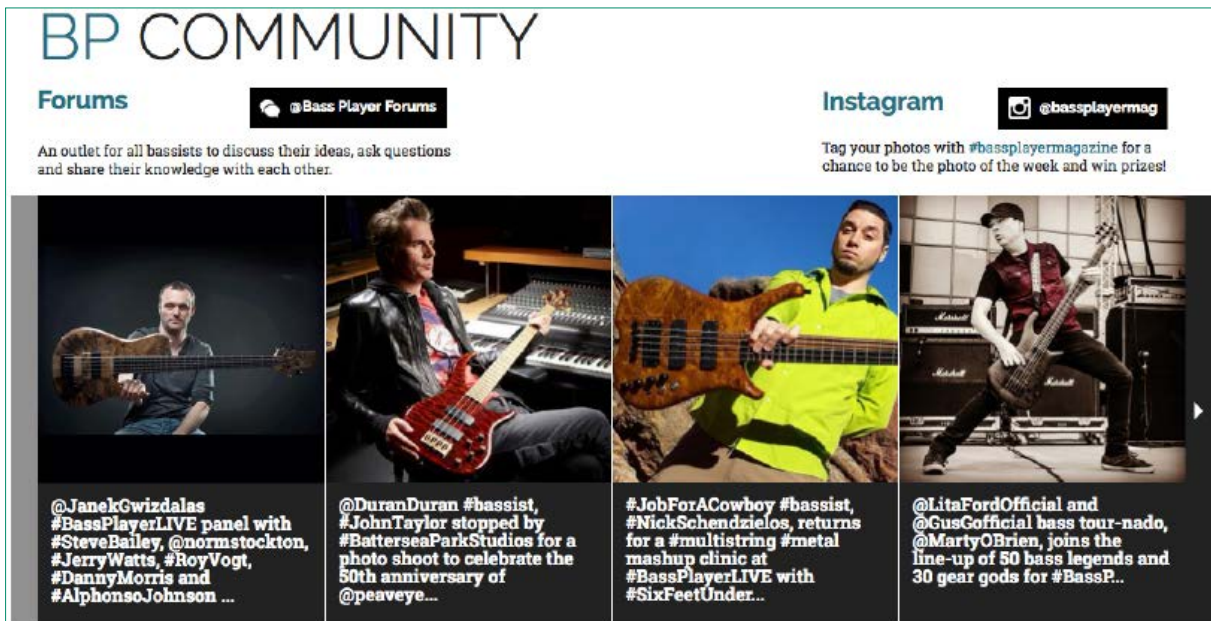
RESPONSIVE VIEW



THE NEW USER FRIENDLY GEAR BAR SIMPLIFIES SEARCHING



THE BP COMMUNITY SECTION KEEPS BASSISTS CONNECTED AND UP TO DATE



**bass
player
LIVE!**

BASS PLAYER LIVE! BRINGS PLAYERS, MANUFACTURERS, AND ARTISTS TOGETHER IN AN INTIMATE ENVIRONMENT FOR HANDS-ON ACCESS TO THE LATEST INSTRUMENTS, EQUIPMENT AND INSTRUCTION ON PLAYING TECHNIQUE AND APPLICATION. THIS EXCITING TWO-DAY EVENT CONSISTS OF INSPIRING CLINICS AND WORKSHOPS FOR PLAYERS OF ALL LEVELS, COUPLED WITH MANUFACTURER EXHIBITS TO SHOWCASE CURRENT BASSES AND EQUIPMENT TO THE BASS COMMUNITY AT LARGE.





BASS PLAYER'S GEAR GUIDES 70,000 PRINT ISSUES

VIA NATIONAL NEWSTAND DISTRIBUTION INCLUDING ALL MAJOR MUSIC RETAIL LOCATIONS

THE SUMMER 2015 ULTIMATE GUIDE TO GUITAR & BASS GEAR

IS THE BEST PLACE TO SHOWCASE YOUR GEAR,
ATTRACTING BUYERS OF ALL AGES,
STYLES AND BUDGETS.

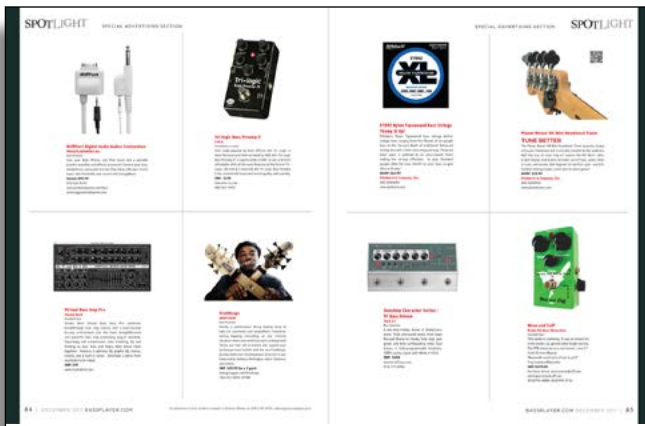
AD CLOSE: 05/27/15
MATERIALS DUE: 06/1/15
ON SALE: 07/21/15

HOLIDAY 2015 ULTIMATE GEAR GUIDE

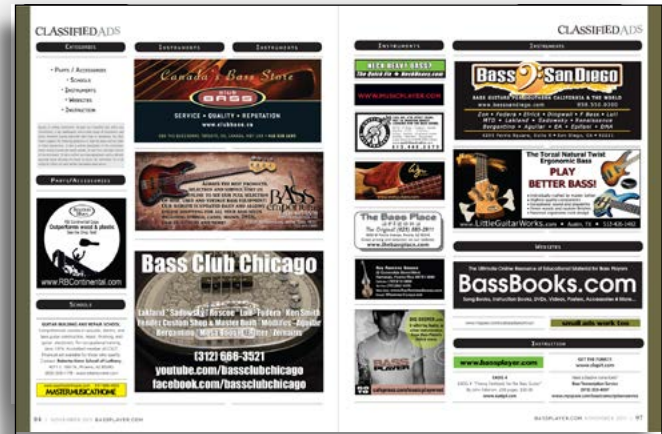
GOES BEYOND JUST GUITAR AND BASS. HUGG INCLUDES
KEYBOARD, RECORDING AND TECHNOLOGY PRODUCTS
CATEGORIES. ON NEWSSTANDS FOR THE PEAK HOLIDAY
RETAIL SEASON.

AD CLOSE: 08/19/15
MATERIALS DUE: 08/24/15
ON SALE: 10/13/15

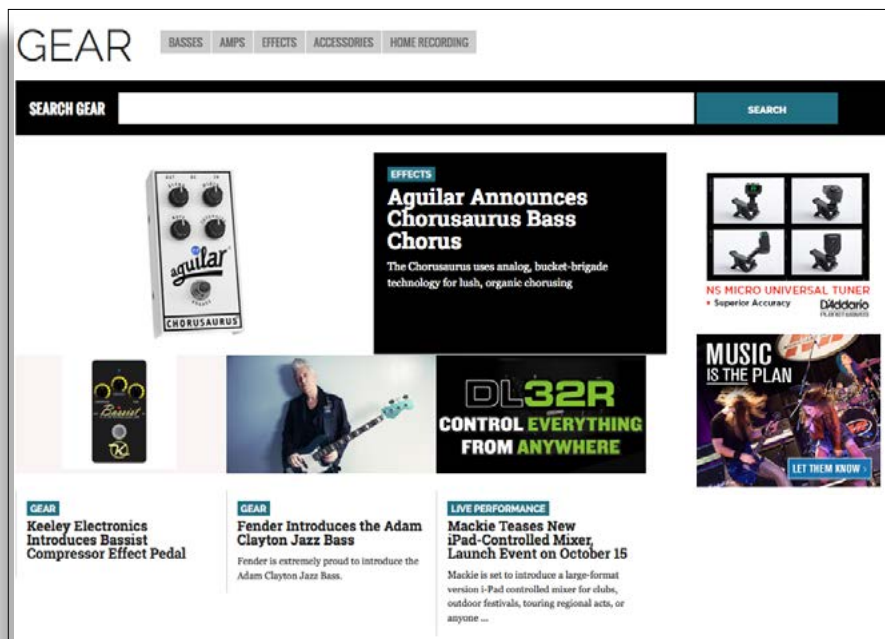
PRODUCT SPOTLIGHT



THE CLASSIFIED AD



THE BASS GEAR SHOWCASE



SPECIALTY ADVERTISING PROVIDES COST-EFFECTIVE SOLUTIONS TO REACH YOUR TARGET AUDIENCE

PRODUCT SPOTLIGHT: CLEAN, STRAIGHTFORWARD MARKETING. YOU PROVIDE AD TEXT AND A PRODUCT PHOTO, AND WE DO THE REST.

THE CLASSIFIED AD: THE MOST ECONOMICAL WAY TO ADVERTISE AND OFFERS BOTH DISPLAY AND TEXT ONLY OPTIONS.

THE BASS SHOWCASE: FEATURES THE INSTRUMENTS, GEAR AND SERVICES BASSISTS CRAVE ALL IN ONE TARGETED AND AFFORDABLE SECTION.



BASS PLAYER LIVE

EVERY FALL IN LOS ANGELES, BASS PLAYER MAGAZINE STAGES THEIR LEGENDARY BASS PLAYER LIVE! EVENT. BASS PLAYER LIVE! IS A 2-DAY GATHERING OF THE WORLD'S GREATEST BASS PLAYERS, BASS MANUFACTURERS, FANS AND STUDENTS.



REVOLVER GOLDEN GODS

THE SIXTH ANNUAL REVOLVER GOLDEN GODS AWARDS SHOW TOOK PLACE THURSDAY, APRIL 23, AT CLUB NOKIA IN DOWNTOWN LOS ANGELES. GUN'S AND ROSES PERFORMED LIVE AND RECEIVED THE "RONNIE JAMES DIO LIFETIME ACHIEVEMENT" AWARD, JOAN JETT RECEIVED THE "GOLDEN GOD AWARD."



GUITAR WORLD ROCK & ROLL ROAST

REVOLVER AND GUITAR WORLD TEAMED UP WITH ROCK ON THE RANGE PRODUCING THE THIRD ANNUAL ROCK & ROLL ROAST. WITH 2014 HONOREE, SLIPKNOT/STONE SOUR FRONTMAN COREY TAYLOR, IT WAS A GREAT NIGHT OF COMEDY, CALAMITY, CHARITY AND CHAOS!



NEWBAY MUSIC GROUP CUSTOM EVENTS

TEAM UP WITH NEWBAY MUSIC GROUP TO CREATE AN EVENT THAT PROMOTES YOUR BRAND OR PRODUCTS AND GETS THE ATTENTION YOU DESERVE.



ROCKSTAR MAYHEM FESTIVAL

THE ROCKSTAR ENERGY MAYHEM FESTIVAL IS THE LARGEST HARD ROCK AND HEAVY METAL TOUR OF THE YEAR, REACHING 30 CITIES AND OVER 350,000 MUSIC FANS.

JANUARY DISTRIBUTED AT WINTER NAMM AD CLOSE 11/6 MATERIALS 11/7 ON SALE 12/30	FEBRUARY DISTRIBUTED AT WINTER NAMM AD CLOSE 12/2 MATERIALS 12/3 ON SALE 1/27	MARCH AD CLOSE 1/4 MATERIALS 1/5 ON SALE 2/24	
APRIL DISTRIBUTED AT SXSW AD CLOSE 1/29 MATERIALS 2/2 ON SALE 3/24	MAY DISTRIBUTED AT MUSIK MESSE AD CLOSE 2/27 MATERIALS 3/3 ON SALE 4/21	JUNE AD CLOSE 3/30 MATERIALS 3/31 ON SALE 5/19	
JULY DISTRIBUTED AT SW GEARFEST AD CLOSE 4/27 MATERIALS 4/28 ON SALE 6/16	AUGUST DISTRIBUTED AT SUMMER NAMM AD CLOSE 5/19 MATERIALS 5/22 ON SALE 7/14	SEPTEMBER AD CLOSE 6/12 MATERIALS 6/19 ON SALE 8/11	
OCTOBER AD CLOSE 7/20 MATERIALS 7/21 ON SALE 9/8	NOVEMBER AD CLOSE 8/12 MATERIALS 8/17 ON SALE 10/6	DECEMBER AD CLOSE 9/11 MATERIALS 9/14 ON SALE 11/3	HOLIDAY AD CLOSE 10/12 MATERIALS 10/13 ON SALE 12/1

Display Advertising	1x	3x	6x	13x
Full Page	\$8,075	\$7,980	\$7,730	\$7,275
2/3 Page	\$6,085	\$6,020	\$5,840	\$5,490
1/2 Page	\$5,130	\$5,075	\$4,925	\$4,645
1/3 V	\$4,385	\$4,325	\$4,165	\$3,910
1/3 SQ	\$3,980	\$3,935	\$3,780	\$3,555
1/4 Page	\$2,950	\$2,925	\$2,840	\$2,650
1/6 Page	\$1,410	\$1,380	\$1,345	\$1,250
FP Spread	\$1,365	\$13,355	\$12,935	\$12,185
1/2 Spread	\$9,230	\$9,125	\$8,865	\$8,350
First RHP				\$7,970
Cover 2				\$8,200
Cover 3				\$7,880
Cover 4				\$10,940

CLASSIFIED RATES

1" h x 2.25" w \$165.00
 1" h x 4.75" w \$300.00
 2" h x 2.25" w \$300.00
 1/6 pg 4" h x 2.25" w \$435.00
 1/6 pg 2" h x 4.75" w \$435.00
 1/3 V 8.25" h x 2.25" w \$870.00
 1/3 SQ 4" h x 4.75" w \$870.00
 1/2 H 4" h x 7.25" w \$1,190.00
 1/2 V 7" h x 4.75" w \$1,190.00
 FP 8.5" h x 7.25" w \$2,005.00

PRODUCT SPOTLIGHT RATES

1x: \$700 ea.
 3x: \$650 ea.
 6x: \$600 ea.
 12x: \$525 ea.
 Subject to availability
 3 month minimum placement

BASS SHOWCASE

3x: \$650 ea.
 6x: \$625 ea.
 12x: \$600 ea.

SPECIAL POSITIONS

SPECIFIED PAGES OR PROXIMITY TO MONTHLY COLUMNS, ADD 15% TO APPLICABLE RATES (ONLY FOR FULL-PAGE OR LARGER; SPECIFY ON INSERTION ORDER). POSITION IS NOT GUARANTEED IF MATERIAL IS LATE. CONTINUOUS PAGE PLACEMENTS, 15% EXTRA AFTER FIRST PAGE.

INFORMATION IN THIS DOCUMENT IS SUBJECT TO CHANGE WITHOUT NOTICE.

BASSPLAYER.COM RATES

AD UNIT	SIZE	CPM	DESCRIPTION/POSITION
LEADER BOARD	728X90	\$35	1 PER PAGE VIEW; LOCATED ABOVE HEADER ON ALL PAGES
MEDIUM RECTANGLE	300X250	\$20	2 UNITS PER PAGE; ONE TOP RIGHT, ONE BOTTOM RIGHT (BOTTOM LEFT ON HOMEPAGES)
LARGE SKYSCRAPER	160X600	\$25	1 UNIT PER PAGE; LOCATED UPPER RIGHT, CENTER MARGIN ABOVE FOLD
RICH MEDIA	QUOTED ON REQUEST		

MONTHLY CPM RATES ARE BASED ON VOLUME AND DURATION AS WELL AS OTHER CONTRACTED MPN CUSTOM AND ADVERTISING PACKAGES


NEWSLETTER RATE CARD

AD UNIT	SIZE	RATE	DESCRIPTION/POSITION
LEADER BOARD	728X90	\$1750	TOP-LEVEL PLACEMENT WITH TEXT ABOVE THE OPENER
MEDIUM RECTANGLE	300X250	\$675	3 UNITS; LEFT HAND SIDE
PRODUCT SPOTLIGHT	PHOTO/TEXT	\$375	THREE PHOTO/TEXT/LINK LISTINGS AVAILABLE PER WEEKLY NEWSLETTER

CUSTOM BLAST

QUOTED ON REQUEST CLIENT-PROVIDED CONTENT AND GRAPHIC AND/OR REPURPOSED *BASS PLAYER* EDITORIAL EMAIL BLAST TO ENTIRE *BASS PLAYER* EMAIL SUBSCRIBER LIST. ADDITIONAL MPN LISTS AVAILABLE AT INCREMENTAL CPM. EDITORIAL CUSTOM CONTENT CREATION COSTS QUOTED ON DEMAND.

bass digdeeper **player** 2015 ADVERTISING SPECIFICATIONS



AD SUBMISSION INSTRUCTIONS

Please have print advertising materials posted directly to www.newbayadportal.com.

Our preferred file format for digital ad files are **high res Adobe Acrobat® PDF/x1a**. In Illustrator, or InDesign — Save ad as PDF, then select PDFx1a when options come up for PDF preset settings.

* When using this site, all pages must be sent as individual PDF files.

How To Use The New Ad Portal Site -

1. Go to: www.newbayadportal.com
2. Click on "Create Your Account" button.
3. Fill out the necessary information (name, phone #, e-mail address, etc.).
4. Create your own username & password

Once logged in -

1. Click on "Submit a New Ad or Pickup an Existing Ad"
2. Choose the publication you're submitting to from the selection, Press continue
3. Choose issue type (defaulted to Standard), issue date, ad size, and bleed from drop-down menu
4. Fill in all other pertinent information (Headline, Advertiser, special notes, color, etc.)
5. Navigate to PDF file through "Browse" button
6. Select file and choose "Upload File"
7. **You will then see a preview of your ad. Approve preview by pressing the REVIEW POSITION button.**
8. **Press the REJECT or APPROVE button.**

You will receive a confirmation that your ad was successfully uploaded. Then you'll receive an e-mail from newbayadportal.com that specifies whether your ad passed or failed. If your ad failed, you must resubmit a corrected file.

If any revisions are needed, please contact the production manager immediately: Amy Santana, 650-238-0264, asantana@nbmedia.com

E-NEWSLETTER TECHNICAL SPECIFICATIONS

Banner Advertising Sizes:

- 728x90 Leader board
- 300x250 Medium Rectangle

AD FORMAT: GIF or JPEG files only, 72dpi. No Rich Media. Animated GIFs OK.

FILE SIZE: Not to exceed 40k for Leaderboard and Skyscraper spots and 25k for spots.

MATERIALS DUE: Three days prior to mail date.

INCLUDE WITH ARTWORK: Referring URL and alt text.

PRODUCT SPOTLIGHTS: Product photo (.eps file, mac format preferred, 300 dpi and CMYK format), and text copy (email or attached Word file). All ads + Product Spotlights run at a three-month (6x) minimum. For materials contact sales representative.

CANCELLATION POLICY: Sponsorships require a 2-week written cancellation notice. All ads + Product Spotlights run at a three-month (6x) minimum.

MPN ONLINE ADVERTISING

Banner Advertising Sizes:

- 728x90 Leader board
- 300x250 Medium Rectangle

FILE SPECIFICATIONS: Formats currently accepted: .gif, animated .gif, .jpg, .html, Flash, Unicast, PointRoll, Eyeblander.

NON-ACCEPTED FORMATS: Java, Java Applet, Video.

FRAMES AND LOOPING FOR ANIMATED .GIFS:

4 frame max. with no more than 3 loops. Will accept most 3rd-party ad tags including DART, Adknowledge, 24/7 and L90. All 3PAS must be accompanied by anti-caching documentation.

MATERIALS DUE: Two (2) business days prior to posting.

INCLUDE WITH INSTRUCTIONS: Referring URL and alt text. All online advertising has a 90-day minimum frequency.

AGENCY COMMISSIONS: 15% of gross billing allowed to recognized advertising agencies on space, color, and position, provided account is paid within 30 days of invoice date. Commission is not allowed on other charges such as backing up inserts, trimming, printing of inserts, etc. No cash discounts. Note: The 15% commission will not be allowed on any bills past due 30 days or longer. Prepayment: Accounts with no previous credit history with NewBay Media, LLC (NBM) are required to make prepayment by space order deadline. Publisher reserves the right to decline acceptance of any advertisements for which prepayment has not been received on or before the material deadline. **BILLING:** Invoices are issued approximately one week after the issue has been mailed. Payment to be rendered in U.S. dollars within 30 days. **BILLING FREQUENCY:** Based on number of ads 1/4-page or larger inserted within a 12-month period. Spreads count as two insertions. 1/6-page ads may be counted toward frequency with 1/6-, 1/4-, and 1/3-page ads only. Failure to meet frequency terms will result in a short-rate adjustment. **COMBINED FREQUENCY:** Ads may be combined in other select NBM publications for maximum frequency. **INSERTION ORDERS:** All ads must be accompanied by a signed insertion order (email confirmation or purchase order also accepted) or ads will not run.

PRINT ADVERTISING SPECIFICATIONS

AD SIZE(WXH)	TRIM SIZE	LIVE MATTER	BLEED SIZE
FP SPREAD	18" x 10.875"	15.125" x 9"	16.25" x 10.75"
FULL PAGE	9" x 10.875"	7.125" x 9"	8.25" x 10.75"
2/3-PAGE V.	5" x 9.75"	—	—
1/2-PAGE V.	4.75" x 7"	—	—
1/2-PAGE H.	7.75" x 4.75"	—	8.25" x 5.375"
1/3-PAGE V.	2.375" x 9.75"	—	—
1/3-PAGE SQ.	5" x 4.75"	—	—
1/4-PAGE V.	3.75" x 4.75"	—	—
1/6-PAGE V.	2.375" x 4.75"	—	—
BASS SHOWCASE H.	3.75" x 2.25"	—	—
BASS SHOWCASE V.	1.75" x 4.75"	—	—

SPECIAL POSITIONS

Specified pages or proximity to monthly columns, add 15% to applicable rates (only for full-page or larger; specify on insertion order). Position is not guaranteed if material is late. Continuous page placements, 15% extra after first page.

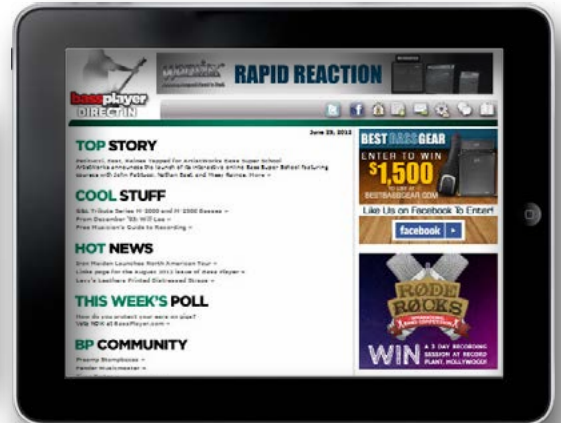
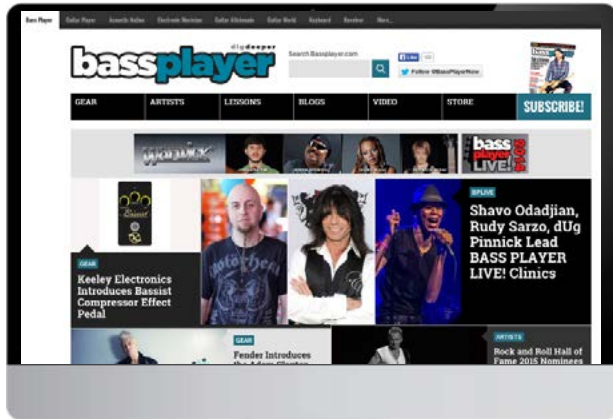
*Information in this document is subject to change without notice.

NewBay Media, LLC

1111 Bayhill Drive, Ste. 125
 San Bruno, CA 94066 USA
 Tel. 650.238.0300
 Fax. 650.238.0263
www.guitarplayer.com
www.musicplayer.com

digdeeper bassplayer 2015

WEB SPECIFICATIONS



AD UNITS	PIXEL SIZE (W X H)	MAX. SIZE (KB)	EXPAND	FILE FORMATS	NOTES FOR FLASH CREATIVE	ADDITIONAL NOTES
OPA Pushdown Leaderboard	970 X 66	150K	970X418	Custom Flash or 3rd Party Rich Media.	Flash requires customization. Please contact for details.	A Pushdown ad appears on screen as a narrow strip (970 wide by 66 tall), expands for 7 seconds to 970 wide by 418 tall and automatically closes for a 1/24x frequency.
Leaderboard	728 X 90	150K	Down, Out / 970X418	Image, Flash, 3rd Party RM	Please use a clickTag instead of hard-coding the URL. Max animation time: 30 sec. Max frame rate: 24 FPS. Please include back up GIF/JPG.	Audio or expanding must be user initiated, on-click. A stop/close button is required. No Pop-Up ads.
Tower	300 X 600	150K	Left / 600X600	Image, Flash, 3rd Party RM	Please use a clickTag instead of hard-coding the URL. Max animation time: 30 sec. Max frame rate: 24 FPS. Please include back up GIF/JPG.	Audio or expanding must be user initiated, on-click. A stop/close button is required. No Pop-Up ads.
MPU	300 X 250	150K	Left / 600X600	Image, Flash, 3rd Party RM	Please use a clickTag instead of hard-coding the URL. Max animation time: 30 sec. Max frame rate: 24 FPS. Please include back up GIF/JPG.	Audio or expanding must be user initiated, on-click. A stop/close button is required. No Pop-Up ads.
Sponsored Post	580 X 200 (IMAGE SIZE)	150K	None	Image, Text	No Flash	Headline: 50 Characters Max Body: 370 characters max. Must be site served. 1x1 tracking ok.
In-Content Unit	600 X 300	150K	None	Image, Flash, 3rd Party RM	Please use a clickTag instead of hard-coding the URL. Max animation time: 30 sec. Max frame rate: 24 FPS. Please include back up GIF/JPG.	Audio or expanding must be user initiated, on-click. A stop/close button is required. No Pop-Up ads.
Interstitial	640 X 480	150K	N/A	Image, Flash, 3rd Party RM	Please use a clickTag instead of hard-coding the URL. Max animation time: 15 sec. Max frame rate: 24 FPS. Please include back up GIF/JPG.	Interstitial is on screen for 15 seconds.
Clickable Page Skins	(2) 500 X 1200	275K	N/A	Image	No Flash	Must be site served. 1x1 tracking ok.
Video Pre-roll	320 X 240 FULLSCREEN	N/A	N/A	Uncompressed video files or .flv tags ONLY	All files will be re-encoded to streaming .flv format	4:3 aspect ratio. 15 or 30 seconds. Must be site served. 1x1 tracking ok.
Email Blast	590 X 590	200K	N/A	HTML, Image	N/A	N/A

NEWBAY MEDIA IS THE LARGEST PROVIDER OF MUSIC CONTENT IN THE WORLD.
WE REACH OVER 5 MILLION MUSICIANS, PROFESSIONALS AND ENTHUSIASTS EACH MONTH THROUGH A SOPHISTICATED PLATFORM OF MAGAZINES, DIGITAL AND MOBILE OFFERINGS, TV/VIDEO, ECOMMERCE, AND EVENTS SUCH AS THE REVOLVER GOLDEN GODS AWARDS, GUITAR WORLD ROCK & ROLL ROASTS, BASS PLAYER LIVE AND THE MUSIC WEEK AWARDS.

