



INTERNATIONAL BLUEGRASS MUSIC ASSOCIATION

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[Advertising](#)

Online Advertising

The Cost-Effective Way To Target Your Company's Message

Do you see the ads on the right of this information? So does everyone else who visits our website! But these ads do more than deliver a message; they provide a direct weblink to the information you want to drive customers to. IBMA's managed website is unique in its ability to target music industry businesses, professionals, creative talent, the media and fans. Whether you have an event to promote, an artist, new recordings, instruments, merchandise, a broadcast or your latest song creation? the movers and shakers of the music industry and devoted fans are visiting the site regularly.

Rates

Members: \$240 /mo.

Non-Members: \$300 /mo.

All ads are exposed on homepage and all interior pages prominently positioned in the right hand column in a highly visible location next to editorial content. Ads with shared rotation change with each page refresh.

Specifications & Rates

| | |
|-----------|---|
| Size | 180w x 180h (pixels) |
| Formats | JPEG, GIF, or animated GIF |
| File Size | No larger than 40k. If saving in GIF format make sure files are saved at no higher than 5-bit with dither set to none. (This will ensure optimal download speed.) |
| Animation | Recommend no more than five images with a total duration of no more than 15 seconds. Continuous looping is allowed. No image should refer to an external server |
| Url | Any URLs referenced from within the HTML must be active. Please provide URL (weblink) address when submitting ad |

Run Dates? and Ad Deadline

Ads must be delivered 7 days prior to beginning run date and begin running on the first of the

month. (Special run dates may be arranged on space available basis. Call for details and special rates).

Print Advertising

World of Bluegrass Program

Print program handed out to all World of Bluegrass Business Conference attendees.

Deadline: August 1, 2015

Specifications & Rates

| | Members | Non-Members |
|--|-----------------------|-------------|
| Full Page 8 3/8 (.375) in x 10 7/8 (.875) in | \$270 | \$330 |
| Half Page 8 3/8 (.375) in x 5 4/9 (.444) in | \$140 | \$170 |
| Quarter Page 4 1/5 (.20) in x 2 5/7 (.714) in | \$100 | \$115 |
| Formats | JPEG or PDF, B&W only | |

Electronic Version Of International Bluegrass

An electronic version of International Bluegrass is delivered on the first of each month. IBMA members, bluegrass fans, media and more read our monthly E-news.

Specifications & Rates

| | Members | Non-Members |
|------------------------------------|---------|-------------|
| Full Page 8.27 in x 11.69 in | \$270 | \$330 |
| Half Page 8.2677 in x 5.8465 in | \$140 | \$170 |

Quarter Page
4.1339 in x 5.8465 in \$100 \$115

Formats JPEG or PDF, Color
 or B&W

For more information, contact [Taylor Coughlin](#), 1-888-438-4262

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