



The number one reason fans visit Pollstar.com is to find out where their favorite bands are playing. Their next move is to discover which tours are coming to their town. Over 1,000,000 unique concert and music fans visit Pollstar.com each month; and the number is growing.

With free search tools and the largest concert touring database in the world fans return over and over again to Pollstar.com. Pollstar.com offers incredible targeted exposure.

Whether you are marketing a tour, festival, artist, facility or services, maximize your marketing dollars by focusing directly on your audience.

As one of the Top 10 live music sites in the world, Pollstar.com is perfect for advertising your live music event. Pollstar.com will help you sell tickets.

### Pollstar.com Advertising Rates

Ad Type	1 month	3 months	6 months
<b>Banner</b> 1M Impressions	\$2,000 Per Month	\$1,800 Per Month	\$1,500 Per Month
<b>Tower</b> 1M Impressions	\$2,500 Per Month	\$2,000 Per Month	\$1,800 Per Month

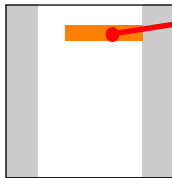
### Ad Descriptions and Sizes

All dimensions measure width x height

#### BANNER

468 x 60

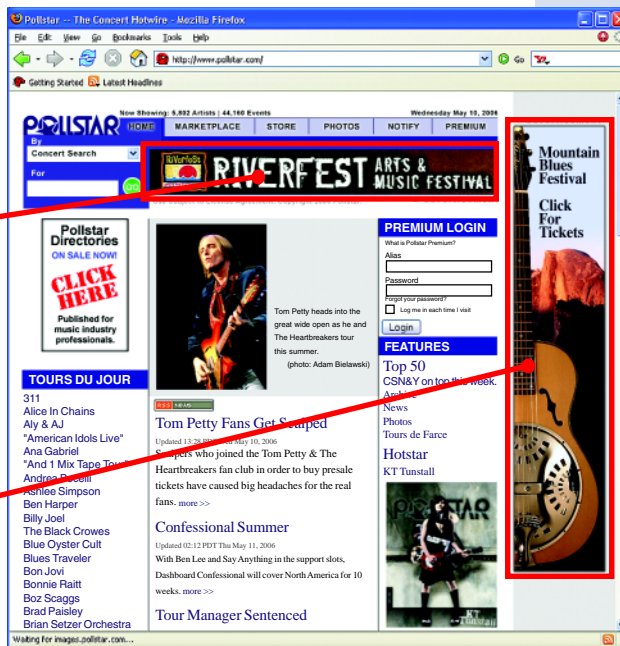
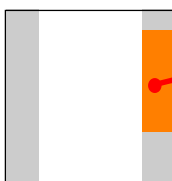
(Pollstar.com only)  
Can appear on all pages.  
Home page impressions  
are additional.



#### TOWER

120 x 600

Can appear on all pages.  
Home page impressions  
are additional. Appears  
outside of the page on  
right-hand side.



### Online Ad Specifications

#### Animated Gifs:

File size may not exceed 200K. Animated sequences cannot loop more than three times. Java Applets and CGI Scripting are not supported.

#### Shockwave Flash:

Ad must fill the entire allotted space. Audio must be user-initiated and never automatic. Audio insertion into Flash file may begin no earlier than the second frame. If audio is used, an On/Off switch must be included for users. No Pop-ups are permitted. Animation is limited to first 15 seconds - no continuous looping is permitted. Creative must feature a 1 pixel border minimum (gray #666666 or black recommended), though any color that clearly distinguishes the advert from the page is permitted.

#### All Adverts:

All advertisements are subject to Pollstar review and approval. Pollstar online advertising does not guarantee or endorse product, service or company claims made in advertisements.

- Advertising is separate from editorial content. Placing of digital advertising or hyperlink adjacent to editorial content on the same topic is prohibited.
- Advertisers and sponsors have no control over editorial decisions or advertising policy.
- Advertisements may link off-site to a commercial website. Pollstar does not assume any responsibility for any material contained on the website to which it is linked.
- Pollstar reserves the right to cancel or decline submitted advertisement or discontinue posting of any advertisement previously accepted if technical, fraudulent or misrepresentative situations develop. We reserve the right to decline any link to or from the Pollstar website that is deemed unacceptable.
- Pollstar must have a signed advertising internet insertion order, including contact name, billing address and telephone number, before any advertisement can be posted.
- Advertisements can be changed three times per contract (for example, you can have a different advertisement each month). The first advertisement may be posted at the beginning of a month; alternate advertisements must be submitted at least thirty days in advance.
- Under no circumstances will Pollstar post online advertisements without the advertiser's company name appearing in at least one frame of the advertisement. The advertiser agrees that it is responsible to third parties for the content of advertisements placed. In the event that Pollstar becomes liable to any third party as a result of an advertisement, the advertiser agrees to indemnify Pollstar for damages owed and for the fees and costs associated with the controversy.

### Design and Creative Fees

Standard design and creative fees are quoted per ad design. Animated gifs and Flash ads are additional.

All advertising contracts are net and are billed monthly unless otherwise noted.

rev. 051006