GUIDE TO STRINGS: GET MORE PUNCH & SHIMMER!
15 GEAR REVIEWS • NEW JOHN PAGE GUITAR • RUPERT NEVE PEDALS

JOE SATRIANI IS SHOCKWAVE SUPERNova

HOW SATCH'S ALTER EGO REWIRED HIS CREATIVE MUSE

MICHAEL SCHENKER
STEVE HOWE
PAT TRAVERS
TOMMY EMMANUEL
CRAIG CHAQUKO

PLAY THESE!
PAGANINI FOR GUITAR (NEW LISTS, INCLUDING WINTER NAMM)

FIVE FINGER DEATH PUNCH
PLUS: GODS OF ROCK • DISTURBED • SCORPIONS • MARK TREMONTI • JEGG • AND MORE

1,650,000 DEDICATED BUYERS

GUITAR PLAYER OFFERS THE MOST CREDIBLE, RESPECTED, AND STYLISTICALLY DIVERSE CONTENT FOR OBSESSED GUITARISTS OF ALL STYLES, SKILL LEVELS, AND AGES. SINCE 1967, GP’S EDITORS HAVE BEEN COMMITTED TO HELPING EVERYONE IN THE GUITAR COMMUNITY SOUND BETTER AND PLAY BETTER. OUR EXCLUSIVE GEAR ROUNDUPS, MUSIC LESSONS, HOW-TO ARTICLES, AND ARTIST INTERVIEWS DELIVER “MUST-KNOW” TIPS IN PRINT, ONLINE, AND THROUGH SOCIAL MEDIA. IF YOU WANT TO LEARN FROM TODAY’S GUITAR STARS AND THE LEGENDS OF THE PAST — AS WELL AS DISCOVER EVERYTHING YOU’LL EVER NEED TO KNOW ABOUT PERFORMANCE TECHNIQUE AND GUITARS, AMPS, EFFECTS, AND ACCESSORIES — GUITAR PLAYER IS AN ESSENTIAL, REAL-WORLD RESOURCE THAT BOTH EDUCATES AND ENTERTAINS.
83% OF SUBSCRIBERS PLAN TO BUY A GUITAR IN THE NEXT 12 MONTHS
95% ALSO PLAY OTHER INSTRUMENTS

309,000 DEDICATED PRINT & DIGITAL READERS

LOYAL & ENGAGED
83% OF SUBSCRIBERS READ HALF OR MORE OF THE ADVERTISEMENTS IN GUITAR PLAYER
70% PURCHASED A PRODUCT AS A RESULT OF READING ADVERTISEMENTS IN GUITAR PLAYER
80% ADVISE OTHERS ON CHOOSING GEAR
70% SPEND MORE THAN TWO HOURS READING AN ISSUE OF GUITAR PLAYER
65% DO NOT READ GUITAR WORLD
74% DO NOT READ PREMIER GUITAR

PLAN TO PURCHASE
69% PLAN TO BUY AN AMPLIFIER
61% PLAN TO BUY STOMPBOXES
70% PLAN TO BUY CABLES AND STRINGS

SERIOUS MUSICIANS
90% OF SUBSCRIBERS HAVE BEEN PLAYING GUITAR FOR MORE THAN 10 YEARS
95% ALSO PLAY OTHER INSTRUMENTS

WELL-EDUCATED & AFFLUENT
59% OF SUBSCRIBERS HAVE A BACHELOR’S DEGREE OR HIGHER
HOUSEHOLD INCOME: $105,414
ADVERTISING ON GUITARPLAYER.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 WORLD-WIDE WITH CUSTOM VIDEOS, BANNERS AND PRE-ROLLS.

MEDIA OPPORTUNITIES

INTERSTITIAL/PRESTITITIAL
CONTENT SPONSOR
FOOTER
COVER WRAP

INTERACTIVE SLIDER
FLOATING AD
PAGE TAKEOVER
PUSHDOWN UNIT WITH VIDEO

VIDEO
CLICKABLE WALLPAPER
EXPANDING
CUSTOM AD UNITS
Fingerpicking

BY JUSS E GRASS

FINGERPRINTS

GET SMART

DONALD ALDER

DONALD ALDER

LESSONS

62 Under Investigation

60 Vintage Reissue: Our Crazy Open Chords

56 Review: Artec Acoustics

49 Don Alder

FRETS

REVIEWS

REVIEWS

TIPS

Frets

Guitar Player

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20 RIFFS

44 COVER STORY

32 FEATURES

106 GEAR

114 MORE ONLINE!

120 GEAR

118 MORE ONLINE!

116 MORE ONLINE!

114 MORE ONLINE!

112 MORE ONLINE!

108 MORE ONLINE!

106 MORE ONLINE!

104 MORE ONLINE!

102 MORE ONLINE!

100 MORE ONLINE!

98 MORE ONLINE!

96 MORE ONLINE!

94 MORE ONLINE!

92 MORE ONLINE!

88 MORE ONLINE!

86 MORE ONLINE!

84 MORE ONLINE!

80 MORE ONLINE!

78 MORE ONLINE!

76 MORE ONLINE!

74 MORE ONLINE!

70 MORE ONLINE!

68 MORE ONLINE!

66 MORE ONLINE!

64 MORE ONLINE!

62 MORE ONLINE!

58 MORE ONLINE!

56 MORE ONLINE!

54 MORE ONLINE!

52 MORE ONLINE!

50 MORE ONLINE!

48 MORE ONLINE!

46 MORE ONLINE!

44 MORE ONLINE!

42 MORE ONLINE!

40 MORE ONLINE!

38 MORE ONLINE!

36 MORE ONLINE!

34 MORE ONLINE!

32 MORE ONLINE!

30 MORE ONLINE!

28 MORE ONLINE!

26 MORE ONLINE!

24 MORE ONLINE!

22 MORE ONLINE!

20 MORE ONLINE!

18 MORE ONLINE!

16 MORE ONLINE!

14 MORE ONLINE!

12 MORE ONLINE!

10 MORE ONLINE!
GUITAR PLAYER VAULT PRESENTS HIGHLY SOUGHT-AFTER INTERVIEWS, COLUMNS, AND LESSONS FROM GP’S CELEBRATED ARCHIVES IN EXACTLY THE SAME WAY THEY APPEARED IN THE ‘60S ‘70S ‘80S ‘90S, AND BEYOND. READERS CAN VIEW THE ORIGINAL PRESENTATION OF SEMINAL GP ARTICLES WITH EACH ERA’S TOP GUITAR STARS, ALONG INTERACTIVE, RICH MEDIA CONTENT AND VINTAGE GEAR ADS! IT’S A THRILLING TRIP THROUGH 40+ YEARS OF GUITAR PLAYING, GUITAR CRAFT, AND GUITAR GEAR.

FEATURES

EMBEDDED HYPERLINKS: ONE CLICK ON YOUR AD AND READERS ARE TAKEN DIRECTLY TO YOUR WEBSITE.
EMAIL LINKS: ONE CLICK OPENS A READER’S EMAIL BROWSER ADDRESSED TO YOUR COMPANY.
SOCIAL MEDIA OPTIMIZED: READERS INSTANTLY SHARE ADS DIRECT TO FACEBOOK, TWITTER, LINKEDIN, DELICIOUS & DIGG.
TOOLBAR ADS/SPONSORSHIPS: PREMIUM, CUSTOMIZED SPACE FOR YOUR AD NOT AVAILABLE IN PRINT.
FLASH & VIDEO ADVERTISING: GO BEYOND PRINT AND BRAND YOUR PRODUCT TO READERS USING FLASH AND AUDIO & VIDEO IN YOUR RICH MEDIA AD.
Designed to feed the obsession of today’s acoustic musicians, Frets is a special acoustic focused section of Guitar Player magazine that is email delivered through all of the Guitar Player outlets. This special section celebrates all things acoustic with a fresh take on modern and traditional styles including lessons, reviews, and advice needed to keep casual players and professionals informed and unplugged in!

- Artist interviews & tips
- Gear guides
- Product reviews
- Lessons
- Classic Frets excerpts
GUITAR 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, ATTRACTION BUYERS OF ALL AGES, STYLES AND BUDGETS.

AD CLOSE: 05/26/16
MATERIALS DUE: 05/31/16
ON SALE: 07/19/16

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: 09/16/16
MATERIALS DUE: 09/20/16
ON SALE: 11/08/16
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 GUITAR BAZAAR: GIVES YOU COMPLETE CREATIVE CONTROL OVER YOUR MARKETING MESSAGE IN A FORMAT TARGETING GUITARISTS OF ALL STRIPES.

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

THE GUITAR SHOWCASE: CHOOSE FROM FOUR DIFFERENT AD SIZES. COMPETITIVELY PRICED RATES IN THIS EASY TO FIND SECTION.

THE ONLINE GEAR SHOWCASE: FEATURES THE INSTRUMENTS, GEAR AND SERVICES GUITARISTS CRAVE IN AN 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.”

ROCK ON THE RANGE

ROCK ON THE RANGE IS AN ANNUAL ROCK FESTIVAL FEATURING MOSTLY MAINSTREAM ROCK BANDS THAT DRAWS MORE THAN 40,000 FANS PER DAY.

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.

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.
<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
</tr>
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<tbody>
<tr>
<td>AD CLOSE 11/2</td>
<td>MATERIALS 11/3</td>
<td>AD CLOSE 12/18</td>
</tr>
<tr>
<td>ON SALE 12/22</td>
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<td>ON SALE 2/16</td>
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<tr>
<th>APRIL</th>
<th>MAY</th>
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<tr>
<td>AD CLOSE 1/25</td>
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<td>AD CLOSE 3/21</td>
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<td>MATERIALS 1/26</td>
<td>MATERIALS 2/23</td>
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</tr>
<tr>
<td>ON SALE 3/15</td>
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<tr>
<th>JULY</th>
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<tr>
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<td>AD CLOSE 9/2</td>
<td>AD CLOSE 10/3</td>
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<tr>
<td>MATERIALS 7/12</td>
<td>MATERIALS 8/9</td>
<td>MATERIALS 9/6</td>
<td>MATERIALS 10/4</td>
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<tr>
<td>ON SALE 8/30</td>
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### Display Advertising

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<tr>
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<td>$11,125</td>
<td>$11,090</td>
<td>$10,705</td>
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<tr>
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<td>$8,290</td>
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<td>$5,640</td>
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<tr>
<td>1/2 Page</td>
<td>$7,345</td>
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<td>$5,175</td>
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<tr>
<td>1/3 V</td>
<td>$5,400</td>
<td>$5,335</td>
<td>$5,220</td>
<td>$4,960</td>
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<tr>
<td>1/3 SQ</td>
<td>$5,945</td>
<td>$5,870</td>
<td>$5,740</td>
<td>$5,465</td>
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<tr>
<td>1/4 Page</td>
<td>$3,730</td>
<td>$3,685</td>
<td>$3,625</td>
<td>$3,465</td>
</tr>
<tr>
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<td>$2,335</td>
<td>$2,305</td>
<td>$2,285</td>
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<tr>
<td>FP Spread</td>
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<td>$18,075</td>
<td>$17,190</td>
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<tr>
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<td>$13,060</td>
<td>$12,910</td>
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<tr>
<td>First RHP</td>
<td>$11,625</td>
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<td></td>
</tr>
<tr>
<td>Cover 2</td>
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<td>Cover 3</td>
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<tr>
<td>Cover 4</td>
<td>$12,555</td>
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### GP Vault

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<tbody>
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<td>$1,800</td>
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<td>2/3 Page</td>
<td>$1,330</td>
<td>$1,315</td>
<td>$1,300</td>
<td>$1,235</td>
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<tr>
<td>1/2 Page</td>
<td>$1,175</td>
<td>$1,165</td>
<td>$1,150</td>
<td>$1,095</td>
</tr>
<tr>
<td>1/3 V</td>
<td>$865</td>
<td>$860</td>
<td>$835</td>
<td>$800</td>
</tr>
<tr>
<td>1/3 SQ</td>
<td>$955</td>
<td>$940</td>
<td>$925</td>
<td>$875</td>
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<tr>
<td>1/4 Page</td>
<td>$600</td>
<td>$590</td>
<td>$580</td>
<td>$555</td>
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<tr>
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<tr>
<td>First RHP</td>
<td>$1,865</td>
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<tr>
<td>Cover 2</td>
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<tr>
<td>Cover 3</td>
<td>$1,825</td>
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<tr>
<td>Cover 4</td>
<td>$2,015</td>
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</tbody>
</table>

### Classified Rates

- 1”h x 2.25” w $215.00
- 1”h x 4.75”w $415.00
- 2”h x 2.25”w $415.00
- 1/6 pg Vertical 4”h x 2.25”w $670.00
- 1/6 pg Horizontal 2”h x 4.75w $670.00
- 1/3 V 8.25”h x 2.25”w $1,340.00
- 1/3 SQ 4”h x 4.75”w $1,340.00
- 1/2 H 4 ”h x 7.25”w $1,780.00
- 1/2 V 7 ”h x 4.75”w $1,780.00
- FP 8.5”h x 7.25”w $3,175.00

### Product Spotlight Rates

- 1x: $720 ea.
- 3x: $670 ea.
- 6x: $620 ea.
- 12x: $540 ea.

Subject to availability - 3 month minimum placement

### Guitar Showcase Rates

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>3x Rate</th>
<th>6x Rate</th>
<th>12x Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$4,240</td>
<td>$4,030</td>
<td>$3,605</td>
</tr>
<tr>
<td>1/2 Horizontal</td>
<td>$2,650</td>
<td>$2,520</td>
<td>$2,255</td>
</tr>
<tr>
<td>1/4 Page</td>
<td>$1,455</td>
<td>$1,385</td>
<td>$1,240</td>
</tr>
</tbody>
</table>

### Guitar Bazaar Rates

- 3x: $750 ea.
- 6x: $725 ea.
- 12x: $670 ea.

### GUITARPLAYER.COM Rates

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>CPM</th>
<th>Description/Position</th>
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<tbody>
<tr>
<td>Leader Board</td>
<td>728x90</td>
<td>$35</td>
<td>1 per page view; located above header on all pages</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>$20</td>
<td>2 units per page; one top right, one bottom right (bottom left on homepages)</td>
</tr>
<tr>
<td>Large Skyscraper</td>
<td>160x600</td>
<td>$25</td>
<td>1 unit per page; located upper right, center margin above fold</td>
</tr>
<tr>
<td>Rich Media</td>
<td>Quoted on Request</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Monthly CPM rates are based on volume and duration as well as other contracted MPN custom and advertising packages.

### ENEWSLETTER Rate Card

<table>
<thead>
<tr>
<th>Ad Unit</th>
<th>Size</th>
<th>Rate</th>
<th>Description/Position</th>
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<tbody>
<tr>
<td>Leader Board</td>
<td>728x90</td>
<td>$1,750</td>
<td>Top-level placement with text above the opener</td>
</tr>
<tr>
<td>Medium Rectangle</td>
<td>300x250</td>
<td>$675</td>
<td>3 units; Left Hand Side</td>
</tr>
<tr>
<td>Product Spotlight</td>
<td>Photo/text</td>
<td>$375</td>
<td>Three photo/text/link listings available per daily newsletter</td>
</tr>
</tbody>
</table>

### Custom Eblast

Quoted Request Client-provided content and graphic and/or repurposed Guitar Player editorial email blast to entire Guitar Player email subscriber list. Additional CPM above 100k to additional MPN lists. Editorial custom content creation costs quoted on demand.
AD SUBMISSION INSTRUCTIONS
Please have print advertising materials posted directly to www.newbayadportal.com.

Our preferred file format for digital ads are high res Adobe Acrobat® PDFx1a. 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

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 on number of ads 1/4-page or larger inserted within a 12-month period. Spreads count as two insertions.

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

E-NEWSLETTER TECHNICAL SPECIFICATIONS
Banner Advertising Sizes:
• 728x90 Leader board
• 300x250 Medium Rectangle

AD FORMAT: GIF or JPEG files only. 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
• 160x600 Skyscraper
• 300x250 Medium Rectangle


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.

PRINT ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZE(WXH)</th>
<th>TRIM SIZE</th>
<th>LIVE MATTER</th>
<th>BLEED SIZE</th>
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</thead>
<tbody>
<tr>
<td>FP SPREAD</td>
<td>16” x 10.5”</td>
<td>15.125” x 9”</td>
<td>16.25” x 10.75”</td>
</tr>
<tr>
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<td>7.125” x 9”</td>
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<td>2/3-PAGE V.</td>
<td>5” x 10.25”</td>
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</tr>
</tbody>
</table>

2016

ADVERTISING SPECIFICATIONS

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 on number of ads 1/4-page or larger inserted within a 12-month period. Spreads count as two insertions.

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

E-NEWSLETTER TECHNICAL SPECIFICATIONS
Banner Advertising Sizes:
• 728x90 Leader board
• 300x250 Medium Rectangle

AD FORMAT: GIF or JPEG files only. 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
• 160x600 Skyscraper
• 300x250 Medium Rectangle


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.

PRINT ADVERTISING SPECIFICATIONS

<table>
<thead>
<tr>
<th>AD SIZE(WXH)</th>
<th>TRIM SIZE</th>
<th>LIVE MATTER</th>
<th>BLEED SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>FP SPREAD</td>
<td>16” x 10.5”</td>
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## AD UNITS

<table>
<thead>
<tr>
<th>AD UNITS</th>
<th>PIXEL SIZE (W X H)</th>
<th>MAX. SIZE (KB)</th>
<th>EXPAND</th>
<th>FILE FORMATS</th>
<th>NOTES FOR FLASH CREATIVE</th>
<th>ADDITIONAL NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>OPA Pushdown Leaderboard</td>
<td>970 X 66</td>
<td>150K</td>
<td>970X418</td>
<td>Custom Flash or 3rd Party Rich Media.</td>
<td>Flash requires customization. Please contact for details.</td>
<td>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.</td>
</tr>
<tr>
<td>Leaderboard</td>
<td>728 X 90</td>
<td>150K</td>
<td>Down, Out / 970X418</td>
<td>Image, Flash, 3rd Party RM</td>
<td>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.</td>
<td>Audio or expanding must be user initiated, on-click. A stop/close button is required. No Pop-Up ads.</td>
</tr>
<tr>
<td>Tower</td>
<td>300 X 600</td>
<td>150K</td>
<td>Left / 600X600</td>
<td>Image, Flash, 3rd Party RM</td>
<td>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.</td>
<td>Audio or expanding must be user initiated, on-click. A stop/close button is required. No Pop-Up ads.</td>
</tr>
<tr>
<td>MPU</td>
<td>300 X 250</td>
<td>150K</td>
<td>Left / 600X600</td>
<td>Image, Flash, 3rd Party RM</td>
<td>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.</td>
<td>Audio or expanding must be user initiated, on-click. A stop/close button is required. No Pop-Up ads.</td>
</tr>
<tr>
<td>Sponsored Post</td>
<td>580 X 200 (IMAGE SIZE)</td>
<td>150K</td>
<td>None</td>
<td>Image, Text</td>
<td>No Flash</td>
<td>Headline: 50 Characters Max Body: 370 characters max. Must be site served. 1x1 tracking ok.</td>
</tr>
<tr>
<td>In-Content Unit</td>
<td>600 X 300</td>
<td>150K</td>
<td>None</td>
<td>Image, Flash, 3rd Party RM</td>
<td>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.</td>
<td>Audio or expanding must be user initiated, on-click. A stop/close button is required. No Pop-Up ads.</td>
</tr>
<tr>
<td>Interstitial</td>
<td>640 X 480</td>
<td>150K</td>
<td>N/A</td>
<td>Image, Flash, 3rd Party RM</td>
<td>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.</td>
<td>Interstitial is on screen for 15 seconds.</td>
</tr>
<tr>
<td>Clickable Page Skins</td>
<td>(2) 500 X 1200</td>
<td>275K</td>
<td>N/A</td>
<td>Image</td>
<td>No Flash</td>
<td>Must be site served. 1x1 tracking ok.</td>
</tr>
<tr>
<td>Video Pre-roll</td>
<td>320 X 240 FULLSCREEN</td>
<td>N/A</td>
<td>N/A</td>
<td>Uncompressed video files or .flv tags ONLY</td>
<td>All files will be re-encoded to streaming .flv format</td>
<td>4:3 aspect ratio. 15 or 30 seconds. Must be site served. 1x1 tracking ok.</td>
</tr>
<tr>
<td>Email Blast</td>
<td>590 X 590</td>
<td>200K</td>
<td>N/A</td>
<td>HTML, Image</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
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.