



classical lounge

2008 Advertising Rate Card

“Classical Lounge is a new website dedicated to classical musicians, and is rapidly gaining popularity among players, fans and composers.”

• Strings Magazine

Members sing the praises of Classical Lounge:

“You have created a place where musicians on opposite sides of the world can meet and enjoy each other’s company and share their music. An exciting arena indeed.”

“What a fantastic site.”

“I have been so fortunate to read about this website in Strings Magazine. I cannot begin to tell you how excited I was that someone in the music world cared enough about others to create a website to bring fellow musicians closer.”

“A veritable stroke of genius!”

“What fun it will be to watch it grow and grow and grow ... much like a continuation that never cadences.”

“Anything that can bring together the community of classical musicians without the interposition of layers of managers, publicists, presenters, etc. is a wonderful thing. I’m spreading the word.”

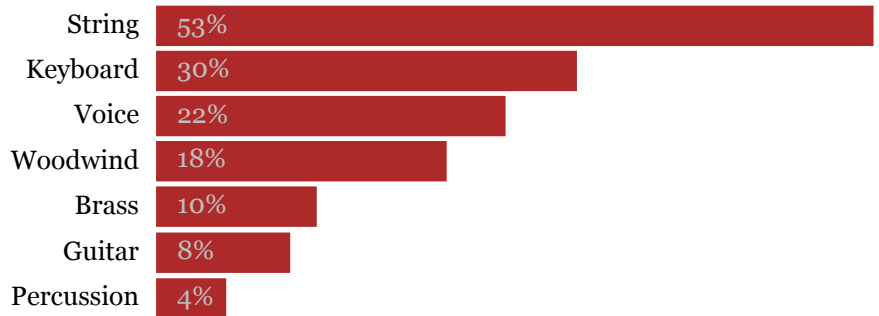
“Bravo!”

“This is an amazing site. I joined yesterday and I already feel at home.”

Audience

ClassicalLounge.com has 3,000 members (as of April 2008) consisting of musicians, music students, presenters, managers, composers, instrument makers and dealers, media, classical music enthusiasts and audience members. Professional musicians make up the largest cross-section.

Members by Instrument Family



The site is viewed around the world, with visitors from nearly 100 countries. North America accounts for 81% of all visitors, while 14% are from Europe.

In a typical month, Classical Lounge has more than 3,000 unique visitors that register 30,000 page views. Each visitor stays on the site on average of 5 minutes.

Advertising Rates

Campaign	Leaderboard Banner	Wide Skyscraper
1-2 Months	\$150 per Month	\$125 per Month
3-5 Months	\$125 per Month	\$100 per Month
6+ Months	\$100 per Month	\$75 per Month

- All ads are run of site. We display a maximum of 10 advertisers per position with equitable distribution of impressions.
- Leaderboard Banner dimensions are 728 x 90 pixels.
- Wide Skyscraper dimensions are 160 x 600 pixels.
- We accept GIF, JPEG and Flash 8 files.

Contact Jason Gindele at jason@classicallounge.com or 202.669.7010.