

The Music Industry's Mandatory and Most Reliable Advertising Tools

**PollstarPro.com** updates daily and offers a wealth of data and custom searches - all within seconds of signing on. This extremely powerful online resource is accessible 24/7 and is included with a subscription to Pollstar.

## Online Ad Specifications

Signed Internet Advertising Insertion Orders are required before any online advertisements can be posted. All online advertising contracts are net and payable in advance unless otherwise noted.

All advertisements are subject to PollstarPro.com 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.

Advertisements may link off-site to a commercial website. Pollstar does not assume any responsibility for any material contained on the website to which an advertisement is linked.

Pollstar reserves the right to cancel or decline advertising or discontinue posting any advertisement if technical issues, or fraudulent and misrepresentative content are discovered. We reserve the right to decline any link to or from the Pollstar website that is deemed unacceptable.

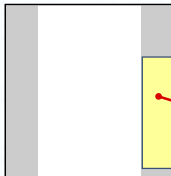
## Contract Rates

Effective Sept. 1, 2010

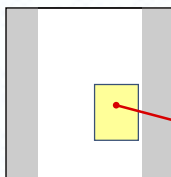
Ad Type	1 month US / UK	3 month US / UK	6 month US / UK
Tower	\$1000 / £600	\$750 / £400	\$600 / £350
Homepage Ad	\$750 / £450	\$600 / £350	\$500 / £300
News and Features	\$500 / £350	\$475 / £300	\$450 / £275

## Ad Descriptions & Sizes

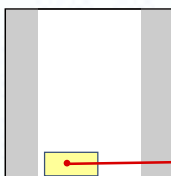
**TOWER**  
160w x 600h  
Can appear on all pages. Home page impressions are additional. Appears on right-hand side.



**NEWS & FEATURES**  
290w x 370h  
Appears on VIEW ARTICLE pages.



**HOMEPAGE**  
320w x 160h  
Appears on FRONT PAGE only.



The screenshot shows the Pollstar Pro website with a navigation bar at the top. Three yellow boxes are overlaid on the page to indicate ad sizes and positions: a vertical box on the right side labeled 'Tower 160x600', a vertical box on the right side labeled 'News & Features 290x370', and a horizontal box at the bottom labeled 'Homepage 320x160'. Red lines connect these boxes to their respective descriptions on the left.

Advertisements may be changed on a monthly basis for multi-month advertising accounts. Alternate advertisements must be submitted at least two weeks in advance.

Advertiser's company name and or logo must appear in at least one frame of the advertisement including the final frame. Advertisers are responsible for all advertising content. Advertiser agrees to hold Pollstar harmless against any third party claim as a result of an advertiser's content. Advertiser agrees to indemnify Pollstar for any or all of damages owed to any third party and for the fees and costs arising from any dispute.

## Design & Creative

Standard design and creative fees are quoted per ad design.

**Animated Gifs:** File size may not exceed 300K. No continuous looping is permitted. A maximum of 4 frames is allowed. 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. No continuous looping is permitted. A maximum of 4 frames is allowed. Creative must feature a 1 pixel border minimum (dark gray or black recommended).



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