

POLLSTAR.com RATES & SPECS

Pollstar.com offers the world's largest database of concert tour information to music and concert fans around the globe. Pollstar.com serves millions of unique visitors each month with Concert Tour Itineraries and Music News. Here, fans can search for their favorite artist's current tour, learn which artists are coming to a specific venue and catch up on current music news and features.

Ad Type	1 month US / UK	3 month US / UK
Leaderboard	\$3,000 / £1,800	\$2,500 / £1,600
Tower	\$2,500 / £1,500	\$2,000 / £1,250
Features	\$2,500 / £1,500	\$2,000 / £1,250
Itineraries	\$2,250 / £1,400	\$1,850 / £1,100
Results Banner	\$2,000 / £1,250	\$1,750 / £1,000

Sizes and rates as of April 15, 2013

Online Ad Specifications

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. Pollstar reserves the right to approve such links.

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.

Advertisements may be changed on a monthly basis for multi-month advertising accounts. Alternate advertisements must be submitted at least one week 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, on request.

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.

Adobe 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). A jpeg or gif version of the ad must be included as backup for display on non-Flash supported devices (iPhone, iPad, etc).

Leaderboard 728w x 90h
Can appear on all pages.

Tower 160w x 600h
Can appear on all pages.

Features 300w x 250h
Appears on NEWS & FEATURES pages.

Itineraries 240w x 170h
Appears on ITINERARIES pages.

Results Banner 468w x 60h
Appears on ITINERARIES pages.



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