



The *Blues* Foundation

ADVERTISE WITH THE BLUES FOUNDATION REACH A WORLDWIDE AUDIENCE

GENERAL INFORMATION

BLUES.ORG

Annual Website Visits:
675,000+

NEWSLETTER

- Sent to entire Blues Foundation
database
- Average open rate: 60%

DIGITAL ADVERTISING RATES AND SPECS

BLUES.ORG PAGE ADs

HOME	-----	\$200.00/mo
BLUES MUSIC AWARDS	-----	\$180.00/mo
INTERNATIONAL BLUES CHALLENGE	-----	\$180.00/mo
KEEPING THE BLUES ALIVE	-----	\$180.00/mo

BUNDLES

4 BLUES.ORG PAGES	-----	\$350.00/mo
4 BLUES.ORG PAGES TOP OF NEWSLETTER	-----	\$500.00/mo
4 BLUES.ORG PAGES BOTTOM OF NEWSLETTER	-----	\$400.00/mo
BLUES.ORG HOME PAGE TOP OF NEWSLETTER	-----	\$375.00/mo
BLUES.ORG HOME PAGE BOTTOM OF NEWSLETTER	-----	\$275.00/mo

NEWSLETTER ADs

TOP	-----	\$200.00/mo
BOTTOM	-----	\$100.00/mo

ART SPECS

RATIO: 900px x 145px
RESOLUTION: 300

CONTACT

For ad placement on Blues.org and
in The Blues Foundation Newsletter,
please contact:

Stephen Whitney
stephen@blues.org
901-527-2583, ext.10