

# **RATE CARD 2004**

**[BLABBERMOUTH.NET & BLISTERING.COM]**



## [AT A GLANCE]

For many, the Internet became an integral part of the marketing mix years ago; however, the technology to execute truly brilliant and effective ad campaigns has only just arrived.

**[Rates]** Our ad packages are sold in blocks of time (by week or month). Discounts are available for longer-term campaigns.

**[Exposure]** Your campaign includes exposure at both Blistering.com & Blabbermouth.net for one low rate. We also guarantee that your ad(s) will be viewed at least 150,000 times. As an added incentive, all clients share vacant space on the network.

**[Traditional Advertising]** Unleash your GIF, JPG, and Flash ads across our network.

**[Satellite Advertising]** Our MP3 Satellite, E-Card Satellite, and Custom Satellite ads are interactive ads that can stream music.

**[Sponsorships]** Talk to us about sponsoring our newsletters or specific pages at Blistering.com & Blabbermouth.net.

**[Get Creative]** Twist Image is our official design and multimarketing studio. The firm specializes in the creation of ads, e-cards, web sites, and authentic Satellite Ads.

**[About]** Blistering.com & Blabbermouth.net are global media partners. The online properties are independently operated and dedicated to worldwide coverage of hard music. The sites cater to more than 500,000 unique monthly visitors, which results in nearly 5 million ad impressions. Our newsletters reach 21,500+ opt-in subscribers.

**[Demographics]** Our audience is primarily male (65%) between the age of 18 and 24 (37%) and located in the United States (71%).

## [GETTING STARTED]

1. Book your campaign ([online](#) or [by fax](#))
2. Send us your advertisements (or ask Twist Image to design them for you)
3. Watch your campaign in action!

## [WHERE'S YOUR SATELLITE?]

Introducing Satellite Ads - and they *will* change the way you advertise online.

Our Satellite products are functional, high-tech advertisements. Whereas traditional banners act like billboards, Satellite Ads are Flash-enhanced and laced with interactive features, multimedia, and content. Instead of simply driving people to your web site, Satellite Ads convert new fans on the spot.

Choose your Satellite:

- **[MP3 Satellite]** Allow fans to stream your latest single in MP3 format.
- **[E-Card Satellite]** This upgrade allows fans to stream two MP3 files, scroll a bio, view pictures, and click to visit your official band web site.
- **[Custom Satellite]** Each Custom Satellite is tailored to meet your brand and marketing initiatives. Deploy a polite banner, expandable banner, floating ad, virtual game, polling station, or other Rich Media advertisement.

## [OUR CLIENTS]

Atlantic Records, Bieler Bros. Records, Century Media Records, Chipster PR, Clear Channel Entertainment, Concrete Marketing, Conquest Music, Deepsend Records, Distort Entertainment, DreamWorks Records, Eagle Rock Entertainment, Earache Records, Eclipse Records, EMI Canada, Epitaph Records, Hype Council, Interscope | Geffen | A&M, Koch Records, Manic PR, Megaforce Records, Metal Blade Records, Nuclear Blast Records, Prosthetic Records, Reprise Records, Roadrunner Records, Sanctuary Records, Side One Dummy, Snapper Music, Spitfire Records, SPV, Total Assault, Trustkill Records, TVT Records, Universal Music & Video Distribution, Universal Records, Victory Records, Warner Bros., Various Artists, Web Properties, And More

## [CONTACT US]

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**[BLABBERMOUTH.NET / BLISTERING.COM RATE CARD]**

Choose Your Campaign	Rates (\$USD)				
	1 Week	1 Month	3 Months	6 Months	12 Months
<p align="center"><b>[BANNER]</b></p> <ul style="list-style-type: none"> <li>• Impressions: 150,000 / Month</li> <li>• Placement: Top</li> <li>• Format: GIF, JPG, or Flash</li> <li>• Specs: 728x90 &lt; 40K</li> </ul>	<b>\$150</b>	\$500	\$1,350	\$2,500	\$4,500
<p align="center"><b>[SKYSCRAPER]</b></p> <ul style="list-style-type: none"> <li>• Impressions: 150,000 / Month</li> <li>• Placement: Middle</li> <li>• Format: GIF, JPG, or Flash</li> <li>• Specs: 160x600 &lt; 40K</li> </ul>	<b>\$125</b>	\$400	\$1,100	\$2,000	\$4,000
<p align="center"><b>[MP3 SATELLITE]</b></p> <ul style="list-style-type: none"> <li>• Impressions: 150,000 / Month</li> <li>• Placement: Top</li> <li>• Format: Flash</li> <li>• Specs: 728x90</li> </ul>	<b>\$100</b>	\$300	\$800	\$1,500	\$2,750
<p>⇒ Digitally send us a logo, MP3 file, band picture, and site link.            ⇒ \$0 design fee using our branded MP3 Satellite faceplate! (Custom faceplates are \$100)</p>					
<p align="center"><b>[E-CARD SATELLITE]</b></p> <ul style="list-style-type: none"> <li>• Impressions: 150,000 / Month</li> <li>• Placement: Top</li> <li>• Format: Flash</li> <li>• Specs: 728x90</li> </ul>	<b>\$125</b>	\$400	\$1,100	\$2,000	\$4,000
<p>⇒ Digitally send us a logo, 2 MP3 files, 3 pictures, bio, and site link.            ⇒ \$0 design fee using our branded E-Card Satellite faceplate! (Custom faceplates are \$100)</p>					
<p align="center"><b>[CUSTOM SATELLITE]</b></p> <ul style="list-style-type: none"> <li>• Impressions: 200,000 / Month</li> <li>• Placement: Top</li> <li>• Format: Any</li> <li>• Specs: 728x90 or Custom</li> </ul>	<b>\$150</b>	\$500	\$1,350	\$2,500	\$4,500
<p>⇒ Deploy a polite banner, expandable banner, floating ad, virtual game, polling station, or other Rich Media advertisement. (Design cost not included)</p>					

Design By Twist Image	Rate
<b>[STANDARD BANNER]</b>	Starting at \$100
<b>[CUSTOM SATELLITE]</b>	Starting at \$175

Sponsorships	Rate
<b>[NEWSLETTER]</b>	\$100 per mailing
<b>[HOME PAGES]</b>	\$1500 per month

Questions? Contact Robert Cotter @ T.450.689.7106 | M.514.705.7106 | [rob@blistering.com](mailto:rob@blistering.com)

# [INSERTION ORDER]

To confirm your ad campaign, please complete and submit this form.

Blistering Entertainment  
 CP St-Dorothee – PO Box 69023  
 Laval, QC H7X 3M2 (Canada)  
 Tel: 450.689.7106 Fax: 450.689.5056  
 E-mail: webmaster@blistering.com

Campaign Details	Start	End	Quantity	Rate	Total
Total:					

Client Information			
Company Name:		E-mail:	
Address Line 1:		Phone:	
Address Line 2:		Fax:	
City:		Payment Type:	
State or Province:		Name On Card:	
Zip or Postal Code:		Card Number:	
Country:		Expiry Date:	
<b>I agree to the terms &amp; conditions below, signed:</b>			

## [TERMS & CONDITIONS]

**[Start Date]** Client to provide Blistering Entertainment with 2 business days to launch campaign or 10 business days to complete design work. **[Design]** To aid in the design processes, client agrees to supply digital assets (high resolution photographs, artwork, press releases, biographies, so forth). For custom projects, please complete and submit our "Creative Questionnaire". **[Delivery]** Blistering Entertainment is not responsible for shortened campaigns due to technical fallout, natural disasters, scheduled site maintenance, site downtime, or otherwise. In the event that Blistering Entertainment is not able to fulfill 50% of duties outlined in this Insertion Order, a refund will be issued. **[Tracking]** Campaign statistics will be available to client. Note to Rich Media suppliers: to enable click count, client agrees to insert unique tracking URL into source code if providing creative(s). **[Ownership]** Blistering Entertainment will release ownership of custom creatives upon payment. Branded creatives are not released. **[Termination]** To cancel Insertion Order, client must notify Blistering Entertainment in writing within 7 days of campaign launch date. A penalty of 50% of total value of Insertion Order will apply to cancellations received after campaign launch date. **[Payment Info]** Rates reflect United States currency (\$USD). Client agrees to pay invoice within 30 days of issue date. A penalty of \$50 will be added for each additional 30-day period of non-payment. Blistering Entertainment accepts checks, money orders, Visa, MasterCard, or wire transfer. **[Extended Campaigns]** Long-term campaigns will not begin until payment is received in full. **[Indemnification]** Blistering Entertainment is not responsible for advertiser content, intent, or click through locations. Liability in the event of legal matters pertaining to such matters will fall upon the client. **[Modifications]** These terms & conditions may change at any time without prior notice. To receive an updated copy of this insertion order at any time, please contact us. **[Thank You]** Blabbermouth.net, Blistering.com, and Twist Image appreciate your business.

**[CREATIVE QUESTIONNAIRE]**

Please complete this questionnaire to aid in the design process of standard creatives or 'Satellite Ads'. Your feedback is examined to better integrate effective marketing techniques and visuals.

**1) What is the focus of your ad campaign?**

- Product
- Service
- Event
- Artist
- Tour
- Other

*Please Specify:*

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**2) Please provide a brief description of your campaign focus:**

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**3) What are the primary goals of your ad campaign? (Select 3 items or less)**

- Acquiring New Customers
- Increasing Web Site Traffic
- Increasing Immediate Sales
- Generating Leads
- Exposing A New Product Or Service
- Exposing An Existing Product Or Service
- Branding Your Company
- Other

*Please Specify:*

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**4) Tell us about your target audience. (Demographic info, interests, etc.)**

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**5) What information and / or visuals should be present on your ad? (Select all that apply)**

- Company Name
- Company Logo
- Company Slogan
- Press Quotes
- Product Name
- Product Images
- Product Information
- Product Price
- Product Launch Date
- Official Web Site Link
- Other Link(s)
- Other

*Please Specify:*

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**6) Please provide further details about the selected items in question #5. (if any)**

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**7) Please provide any concepts, ideas, or suggestions that will assist in the design of your advertisement. All thoughts, no matter how trivial, may assist in the design process.**

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**[THANK YOU]**