

# FREE DRUM.INFO

## Advertising Media Kit

This document is dated **2009-07-24**

Current version is available at <http://FreeDrum.Info/advertising>

This packet is for those wishing to advertise on <http://FreeDrum.Info>

Please email [contact@freedrum.info](mailto:contact@freedrum.info) to arrange an advertising campaign.  
Include your name, email, and website in your message.  
Disclosing your phone or company is optional.

### General Information:

- FreeDrum.Info regularly publishes articles featuring free, downloadable, openly licenced percussion exercises and etudes.
- General information and news from the percussion world are also published at distributed intervals between the featured articles.
- FreeDrum.Info is a product/service of Percussive Media, LLC.

### Web Traffic Information & Audience Demographics:

- View [visitor statistics](#) of FreeDrum.Info web traffic (3rd-party estimation service)
- The audience is primarily **12-18 year old United States residents**

### FreeDrum.Info Advertising Definitions:

- **CPC (Cost-per-Click):** fee charged each time an ad is clicked
- **CPM (Cost-per-Thousand):** rate charged per 1000 impressions of an ad
- **IAB:** Interactive Advertising Bureau, <http://www.iab.net>
- **Slot:** a small, defined area on FreeDrum.Info that can display an ad
- **Placement:** a group of similarly positioned slots
- **Fold Boundary:** the lower edge of the viewable portion of a page after it loads
- **ATF (Above-the-Fold):** placement is displayed above the fold boundary\*\*
- **bTF (Below-the-Fold):** placement is displayed below the fold boundary\*\*

\*\* assumes a typical 1028x768 monitor resolution

# Advertising Placements Map

FreeDrum.Info - [contact@freedrum.info](mailto:contact@freedrum.info)

The image shows a screenshot of the FreeDrum.Info website with several advertising placement areas highlighted by orange boxes and numbered callouts (1-6). The website layout includes a header with the site name, navigation links, and a search bar. The main content area features an article titled "Basic Rhythms and Timing for Percussionists" with a "free delivery" sidebar. Below the article is a "Share a Comment" form and a "related articles" section. The footer contains copyright information and a link to the RSS feed.

**1** 468 x 60

**2** 125 x 125

**3** 125 x 125

**4** 468 x 60

**5** 300 x 250

**6** 728 x 90

# Advertising Placements Information

FreeDrum.Info - [contact@freedrum.info](mailto:contact@freedrum.info)

## Placement 1 - Header

- IAB Type: **Full Banner**
- Dimensions: **468 x 60 pixels**
- Ad Rate: **\$1.50 CPM only**
- Display: top of all pages near the site navigation and search
- **High visibility**, above-the-fold

## Placement 2 - Sidebar Badges (ATF)

- IAB Type: **Square Button**
- Dimensions: **125 x 125 pixels**
- Ad Rates: **\$0.25 CPC only**
- Display: in the Sidebar near top of page
- Among the secondary navigation link lists
- **Above-the-fold**

## Placement 3 - Sidebar Badges (bTF)

- IAB Type: **Square Button**
- Dimensions: **125x125 pixels**
- Ad Rates: **\$0.15 CPC only**
- Display: in the Sidebar between the Category List and Recent Articles List
- Among the secondary navigation link lists

# Advertising Placements Information (cont.)

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## Placement 4 - Article Endcap

- IAB Type: **Full Banner**
- Dimensions: **468 x 60 pixels**
- Ad Rates: **\$1.00 CPM only**
- Display: below site articles (as many as six articles per page)
- **Only placement among the core site content, high visibility**

## Placement 5 - Sidebar Endcap

- IAB Type: **Medium Rectangle**
- Dimensions: **300 x 250 pixels**
- Ad Rates: **\$0.25 CPC only**
- Display: bottom of the sidebar content\*\*
- **Very large slot, high visibility**

\*\* this is not necessarily the bottom of the page

## Placement 6 - Footer

- IAB Type: **Leaderboard**
- Dimensions: **728 x 90 pixels**
- Ad Rates: **\$0.15 CPC only**
- Display: bottom of all pages
- **Very large slot**