



# DISCOSALT

**Advertising Package 2011:**

# About Our Web Magazine [discosalt.com](http://discosalt.com):

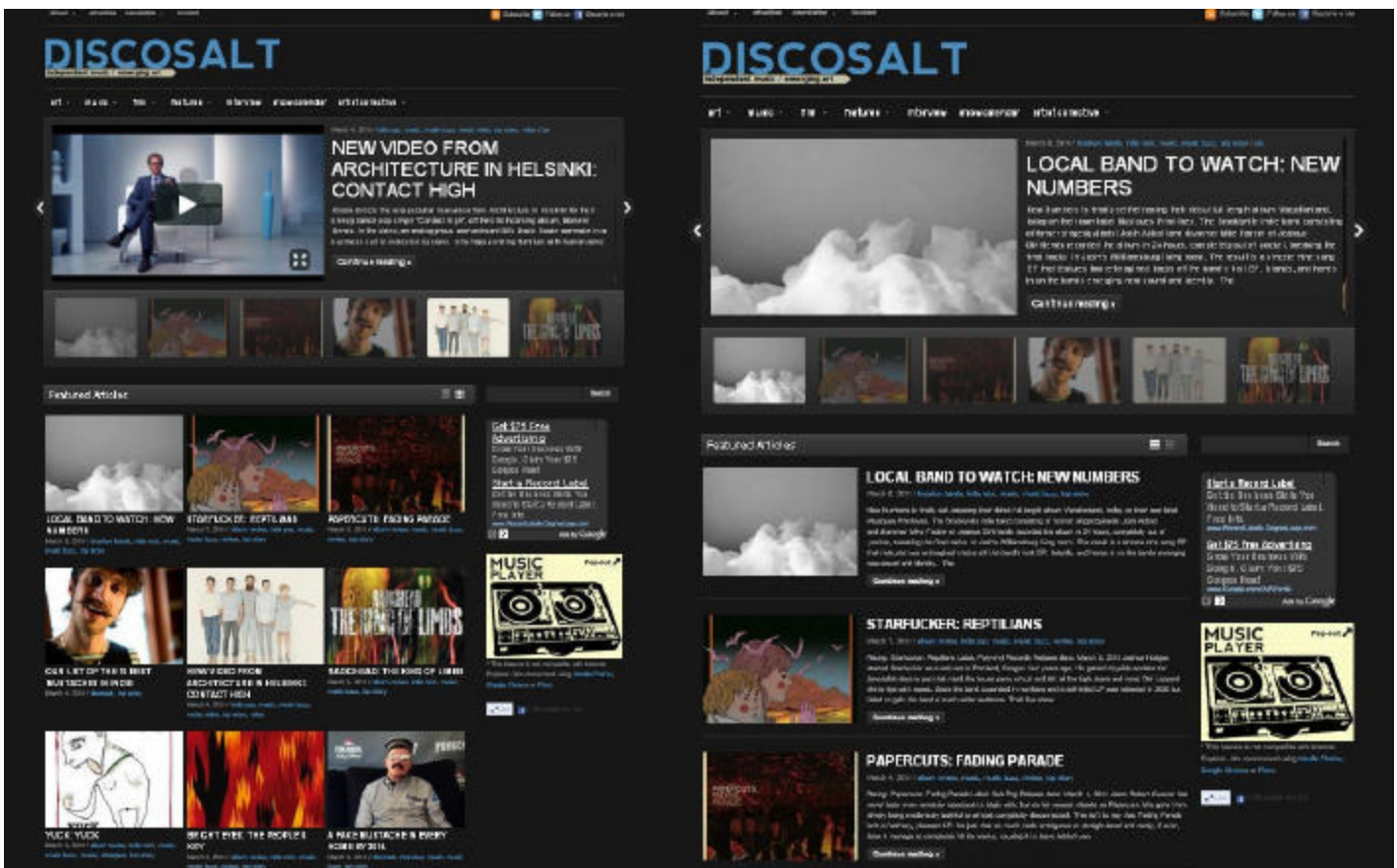
[discosalt.com](http://discosalt.com) is a New York-based web magazine with a unique spin on indie music, film and art.

Over the past year, we have been building a strong following among artists, musicians and those looking for the latest independent art and music news. Our research/writing team stays on the pulse, keeping you updated daily on the independent music, art and film scene, reporting with a strong DIY attitude, our own spin and quality control.

[discosalt.com](http://discosalt.com) features independent music news, independent film news, emerging artist portfolios, breaking band interviews, music videos, album reviews, live reviews, free mp3 music downloads, album streams, NYC music calendar and more.

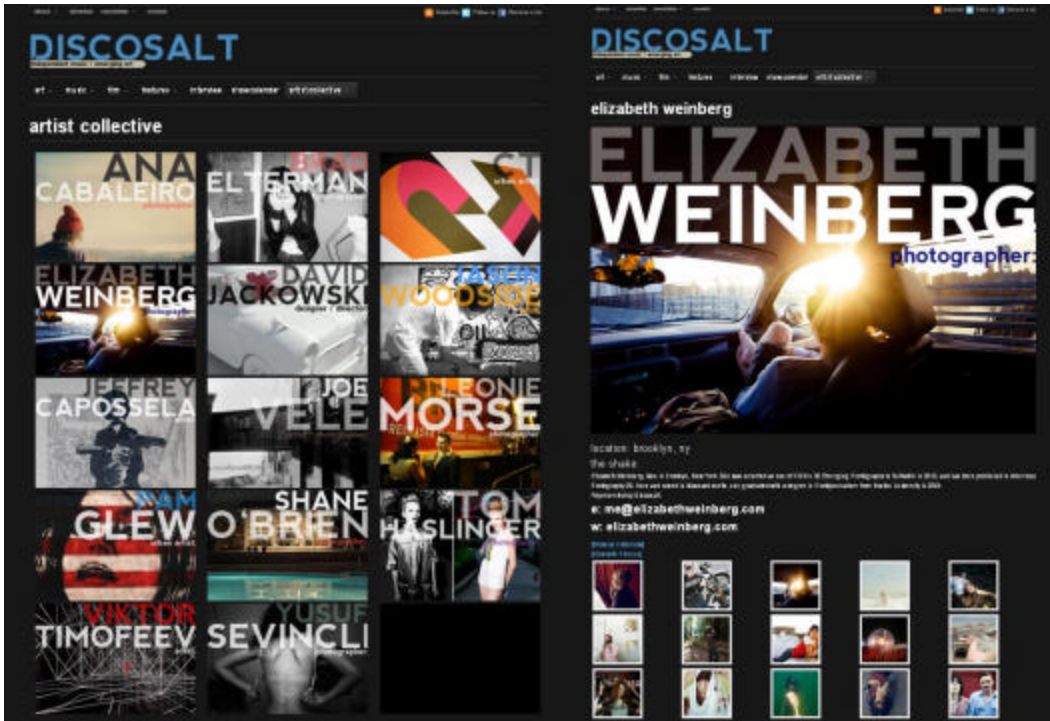
[discosalt.com](http://discosalt.com) is highly selective about the content of our site and therefore highly selective about the types of ads we run and the companies we are interested in featuring as our sponsors.

\*From banners to sponsorships, promotions to integrated content, Discosalt.com will work with you to create the most compelling program for your specific marketing needs. Advertise run of network for maximum reach or select particular areas to target your messaging.



# What We Feature inside [discosalt.com](http://discosalt.com):

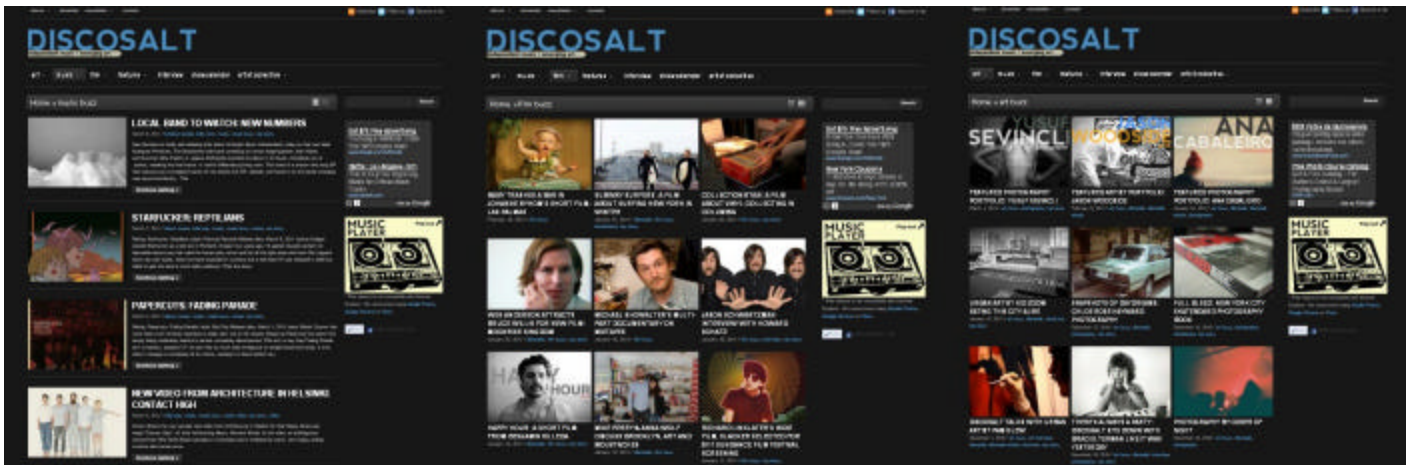
[The discosalt Artist Collective](#): Browse through our group of hand selected emerging artist portfolios from around the world working on collaborative projects and merchandise with our magazine.



[Independent Music News](#) : Read about the latest Music News and Listen to Music, updated daily.

[Independent Film News](#) : Read about the latest Film News, Watch Films, Trailers and Read Reviews.

[Emerging Art News](#) : Read about the latest Street Art and Photography News and Exhibits.

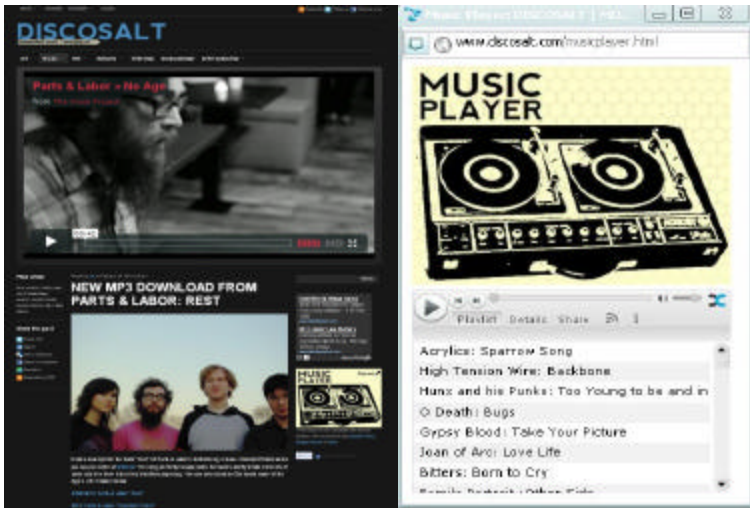


## More Features:

[Free Music](#) : Listen and Download free MP3's, legally approved for sharing from your favorite bands

[Music Videos](#) : Watch the latest Indie Music Videos right on our website

[Music Player](#) : Listen to [discosalt](#) Radio, streaming tracks from your favorite bands all day long.



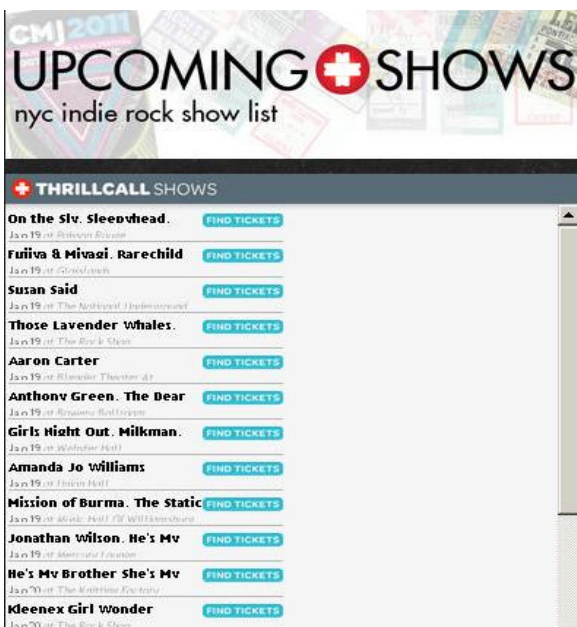
[Album Reviews](#) : Original Album Reviews, you can't find anywhere else on the web

[Live Reviews](#) : Original Live Show Reviews, you can't find anywhere else on the web.

[Interviews](#) : Read our Exclusive Band, Artist and Director Interviews

## More Features:

[Show Calendar](#) : Find Bands playing locally through our Calendar Portal sponsored by Thrillcall.



# Print Magazine + Digital Magazine + iPad App:

**discosalt Print** is an exciting new print Magazine dedicated to spotlighting indie music, film and art and to develop our already strong audience base of music, film and art buffs and those curious about indie culture.

**discosalt Digital** is an exciting new, interactive Magazine + iPad App.

Read More about us Here: <http://discosalt.com/magazine-3/>

Find us on itunes here: <http://itunes.apple.com/us/app/discosalt/id462318798?mt=8>

Each quarter we will bring you the very best of [discosalt.com](http://discosalt.com) in a creatively designed magazine format with exclusive feature articles not available on the web, plus reviews, interviews, new music, art and more.



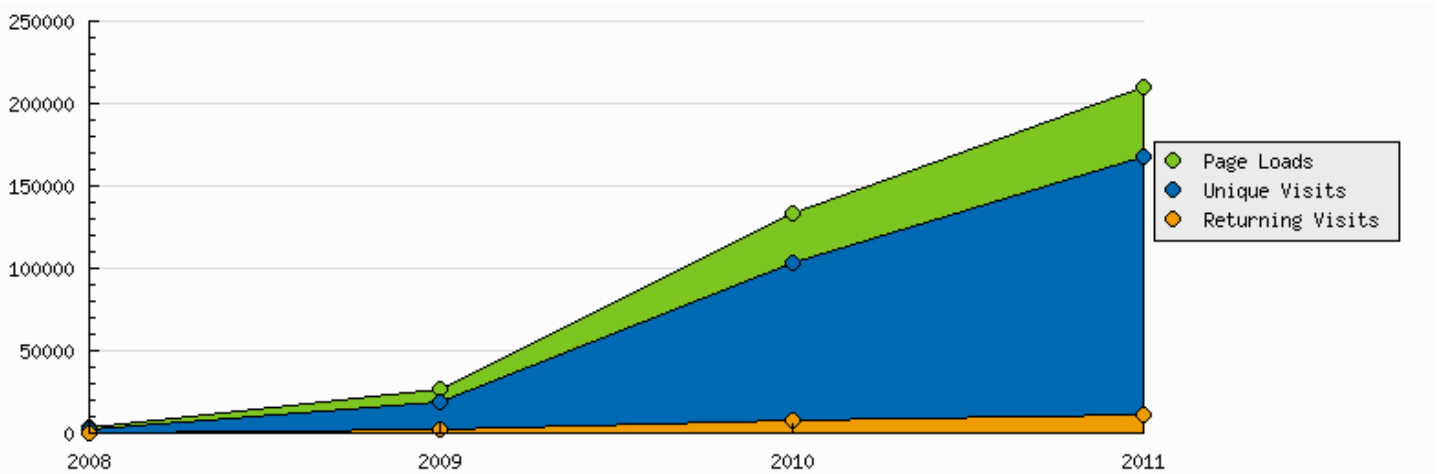
## discosalt's Ad Performance:

[discosalt.com](http://discosalt.com) features some great content and we are generating over 22000 page views per month, with a very targeted audience composed of young urban adults, musicians, artists, film makers, bloggers, designers and those interested in independent music, film and art news. If you have a website or product that is focused on music, art or film, [discosalt](http://discosalt.com) is the right place for you.

We are witnessing great performance for our ads during the last 3 months or so and here are some stats of our web magazine that speak to this:

**\*\*Our Traffic Rate is currently growing at a rate of 71% Per Year.**

### Annual Traffic Summary:



**Total: 376,874** visitors

- Over 22000 page visitors per month
- Over 20000 unique visitors per month

## discosalt's Audience:

### About Our Growing Fanbase:

[discosalt](http://discosalt.com) is Present in 20 + Social Networks.

- Over **1,900** followers on [Twitter](https://twitter.com/discosalt)
- Over **4,000** fans on [Facebook](https://www.facebook.com/discosalt)
- Over 20K Unique Visitors per month
- Alexa Ranks of 100K and below
- US Alexa Rank of 77K and below
- Over 50 Domain Back Links
- Over 800 Mailing List Subscribers



**Demographics: Gender and Age:**

The average **discosalt** reader is an almost equal composite of both men and women, primarily from the United States, Australia, UK and Europe between the age of 18 and 34. They are music and art enthusiasts or musician or artists themselves interested in niche subcultures and independent music and art news.

<b>Female 43%</b>	<b>6.1%</b>	<b>19%</b>	<b>12%</b>	<b>3.4%</b>	<b>1%</b>	<b>1.2%</b>
	13-17	18-24	25-34	35-44	45-54	55+
<b>Male 55%</b>	<b>4%</b>	<b>20%</b>	<b>20%</b>	<b>7.5%</b>	<b>1.9%</b>	<b>1.6%</b>

\*A composite of 13,388 visits used 79 languages

**Visitors by Country:**

▼ 50% United States 🇺🇸	▼ 2.0% New Zealand 🇳🇿
▼ 9.2% United Kingdom 🇬🇧	▼ 2.0% Italy 🇮🇹
▼ 6.2% Australia 🇦🇺	▼ 2.0% Netherlands 🇳🇱
▼ 6.2% Canada 🇨🇦	▼ 1.2% Finland 🇫🇮
▼ 3.0% Portugal 🇵🇹	▼ 1.4% Germany 🇩🇪
▼ 3.0% Spain 🇪🇸	▼ 1.0% France 🇫🇷
▼ 2.8% Brazil 🇧🇷	▼ 1.0% Philippines 🇵🇭
▼ 2.2% Japan 🇯🇵	▼ 1.0% South Africa 🇿🇦
▼ 2.2% Mexico 🇲🇽	▼ 1.0% Austria 🇦🇹

## Advertising Pricing ([discosalt.com](http://discosalt.com)):

Single Spot Direct Buy:	1 Month	3 Month	6 Month
Right Sidebar Button (300x150)	\$100	\$350	\$500
Bottom Banner (930x90)	\$300	\$500	\$750
Individual blog post button (75x150)	\$50	\$100	\$300

### Musician/Artist Discounts \*\* (75x75) \$20 per 3 mo (details below)

\*\*For only \$20.00 for 3 months, artists and musicians can buy a Right Side button to promote their music or work on [discosalt](http://discosalt.com). Please contact us at [advertise@discosalt.com](mailto:advertise@discosalt.com)

From banners to sponsorships, promotions to integrated content, [discosalt](http://discosalt.com) will work with you to create the most compelling program for your specific marketing needs. Advertise run of network for maximum reach or select particular areas to target your messaging.

All Ads can be pushed to brand social media pages, hubsites and other media efforts.

## Advertising Pricing ([Print/ Digital Magazine](#)):

Single Spot Direct Buy:	1 Issue	2 Issue	Year(4 Issue)
Full Page Ad- Full Color (5.81" x 7.75")	\$200	\$**	\$**
Half Page Ad- Full Color (2" X 3.87")	\$100	\$**	\$**
Special Thanks	\$10	\$15	\$25

\*\* Prices are given on quotation basis

## FAQ:

### **1. What type of files do you accept?**

For Web Magazine: We accept Flash files (.swf) under 600kb and various other image formats under 2MB (.jpg, .gif, .png, .tif, .tga, .bmp, etc) at 100-300dpi. The resolution of these files may be modified to provide the most efficiency for web display.

For Print/ Digital Magazine: We accept PDF files 1024 x 768 pixels or 19.1x14.8 cm ( 7.51" x 5.82")

### **2. How do you accept payment?**

We accept payment through [Paypal](#) , Check and Money Wire.

For checks and money wire details, please contact us directly at [advertise@discosalt.com](mailto:advertise@discosalt.com)

### **3. How long before my Ad goes Live on your website?**

Ads will be posted within ten days of receipt of both payment and advertisement art.

## Disclaimer:

[discosalt](#) can refuse advertising for any reason.

## **Some past ad campaigns we have worked with:**

Lacoste'

Nokia

Sony Pictures

Dr. Marten

Pringles

LG

Citroen

Berlin Loves You

Sky Ferreira

Brad Elterman

Mog

Camper

Chromeo

**Joseph Vele**  
Advertising Director  
[advertise@discosalt.com](mailto:advertise@discosalt.com)