



online advertising kit **2012**

Paste

Home to the savviest, most engaged, music-loving, pop- culture audience on the web.

two standard-setting digital properties



WEBSITE

THE LEADING DAILY NEWS WEBSITE FOR DISCERNING POP CULTURE LOVERS - COVERING MUSIC, FILM, VIDEO GAMES, TV AND BOOKS.



MAGAZINE

OUR NEW WEEKLY DIGITAL MAGAZINE APP, FEATURING LONG-FORM FEATURES, REVIEWS, COLUMNS, EXCLUSIVE VIDEO & THE PASTE SAMPLER (MP3 DOWNLOADS).

The screenshot shows the Paste Magazine website homepage. At the top, there's a navigation bar with the Paste logo and 'Magazine.com'. Below that, a search bar and social media icons are visible. The main content area features several articles and sections:

- OLD IDEAS**: AN ALBUM OF NEW SONGS BY LEONARD COHEN AVAILABLE NOW
- THIS WEEK'S mPLAYER**: A section highlighting new music releases.
- Articles**: "Nine Musicians Discuss Chronic Illnesses" by Alex Ross, "Buxton" by Robert Ellis, "Rise of the Planet of the Apes" by Rupert Wyatt, "Jessica Chastain" by Film Person of the Year, "Steve James" by Film Person of the Year, "Tree of Life" by 2011 Film of the Year, and "Sundance Film Festival 2011" by 2011 Festival of the Year.
- News**: "Bon Iver Announces Spring Tour", "Kristen Bell Sports Lane Del Rey on...", "Tina Turner Announces Spring Tour", "Kristen Bell Sports Lane Del Rey on...", "Tina Turner Announces Spring Tour", "Kristen Bell Sports Lane Del Rey on...", "Tina Turner Announces Spring Tour", "Kristen Bell Sports Lane Del Rey on..."
- Reviews**: "Music Reviews" and "Movie Reviews" sections.
- Watch & Listen**: A section for video and audio content.

The screenshot shows the Paste Magazine app interface. At the top, there's a navigation bar with the Paste logo and 'mPLAYER' branding. Below that, a search bar and social media icons are visible. The main content area features several sections:

- ISSUE 25**: A section highlighting the current issue.
- FEATURES**: A section with featured articles and images.
- BEST MOVIES OF 2011**: A section with a grid of movie covers and their rankings.
- 50 BEST MOVIES**: A section with a grid of movie covers and their rankings.

press

Paste

**THE BEST
AMONG AMERICAN
MUSIC TITLES.**
- *THE WALL STREET JOURNAL*

**WELL-ROUNDED,
INTELLIGENT.**
- *USA TODAY*

**PASTE BRINGS TOGETHER
THE BEST ELEMENTS
OF THE MAINSTREAM AND
INDIE MUSIC PRESS.**
- *UTNE READER*

**A WELL-RESPECTED,
ICONIC BRAND.**
- *MASHABLE*

**AMERICA'S FINEST
ROCK-MUSIC MAGAZINE.**
- *THE CHRISTIAN SCIENCE MONITOR*

HIP.
- *CHICAGO TRIBUNE*
50 BEST MAGAZINES
(PASTE #21)

our audience

DEMOGRAPHICS

PasteMagazine.com is the daily online source for music, film and culture. With breaking news, downloadable content, blogs, features, List of the Day, Best of What's Next and more.

Young, educated, affluent

GENDER
63% Male
37% Female

TARGET AGE
21-34

AVERAGE HHI
\$93,229
MEDIAN HHI
\$71,856

EDUCATION
63% College
Degree
38% Post-
Graduate Work

**UNIQUE
MONTHLY
VISITORS**
1.4 Million +

**MONTHLY
PAGE VIEWS**
4.5 Million

SOCIAL MEDIA

A Cornell University study named Paste's Twitter account the #61 most influential. Paste is the #2 music magazine on Facebook. Follow @pastemagazine



Twitter: As of February, 2012 we have over **121,000** followers.



Facebook: As of February, 2012 we have over **38,000** fans. Postings to our Facebook pages spread virally very quickly. Over **4,000,000** monthly impressions.



Newsletter: Our emailnewsletters, the Paste Lifeline & This Week at Daytrotter, combine to reach over **105,000** opt-in readers.

a tastemaking audience

**PASTE &
DAYTROTTER
FANS ARE**
influencers

94%

SAY “PEOPLE OFTEN COME TO ME FOR ADVICE ON CULTURE, MUSIC, FILM, BOOKS, FASHION.”

Our fans are....

extremely engaged with us

62% look to us as their primary way to keep up with music

6.4 average monthly web visits

6 average monthly listens to music on our sites

active pop culture lovers

100% listen to new music

40+ annual individual purchases of music, DVD, videogames and books

78% buy legal, digital music (67% buy CDs)

93% buy physical books

ready to try your product (if they haven't already)

42% have or plan to purchase an iPhone

74% have or plan to purchase any smartphone

34% have or plan to purchase a tablet computer

43% have or plan to purchase a Wii

29% have or plan to purchase a Playstation

82% are likely to purchase or interested in an alternative-fuel vehicle

beverage lovers

75% regularly drink beer
60% drink domestic craft beer

75% regularly drink wine
65% regularly drink liquor/spirits

Source: 2011 Paste Reader Survey - 7,387 respondents.

run of site units

***We accept* ALL FORMS OF RICH-MEDIA UNITS INCLUDING:**

- expandable display units
- in-banner video
- synched rich media-units
- other customizable opportunities

STANDARD & STRATEGIC ADVERTISING*

	CREATIVE SIZE	GIF/JPG FILE SIZE	RICH MEDIA FILE SIZE	ANIMATION TIME	LOOPING
LEADERBOARD	728 X 90	20K	30K	:15	3
SKYSCRAPER	160 X 600	20K	30K	:15	3
MEDIUM RECTANGLE	300 X 250	30K	40K	:15	3
HALF PAGE	300 X 600	35K	40K	:15	3

***REFER TO THE FOLLOWING PAGES FOR LAYOUT SAMPLES**

run of site units

728x90
(expandable)

300 X 250

James Blake: James Blake

160 X 600

(expandable)

Related Content

Comments

728x90

924x50

300 X 250

James Blake: James Blake

(expandable)

728x90

300 X 600

James Blake: James Blake

(expandable)

160 X 600

(expandable)

high-impact opportunities

CUSTOM SITE SKIN



The strongest impact you can make is through a custom skin of the Paste website.

HOMEPAGE TAKEOVER



Make a bold statement with a 100% share-of-voice of all ad units on the Paste homepage—can be combined with a site skin for maximum impact.

SUPER HEADERS



Dominate the top of any page with a 996x200 "Super Header" which contains an option for video streaming.

SECTION SPONSORSHIP



100% share of voice within a targeted section of PasteMagazine.com—such as music, books, games, TV or film.

email newsletters

LEADERBOARD

Paste LIFELINE

NICOLE ATKINS "There's no denying Nicole Atkins' voice" — Spin Magazine
 MONDO AMORE, featuring "Cry Cry Cry" Available Now
 ON TOUR THIS FEBRUARY

Headlines

Reviews

Comic Book & Graphic Novel Round-Up (2/9/11)
 Fairy Wednesday, Daria looks at some of the most intriguing comic books, graphic novels, graphic memoirs and other illustrated books....

Nicole Atkins: Mondo Amore
 Three years after her debut album, Neptune City, Nicole Atkins returns with brooding ferocity on Mondo Amore. From the first track, "Autumn", Atkins' toe-tapping, foot-stomping, hip-tossing music moves through your bones. With years to perfect it, every note and beat seems crafted with intention and care, accentuating her equally deliberate words. The songs play like anthems, commanding you to...

Over the Rhine: The Long Surrender
 Giving up never sounded so good "When you ain't got nothing, you got nothing to lose," Bob Dylan once famously sang, and Cincinnati's Over the Rhine delivers an hour-long treatise on that sentiment on The Long Surrender, their latest in a series of critically overlooked albums....

Savannah Music Festival
 MARCH 24 - APRIL 9, 2011
 AMERICANA | FUNK | JAZZ | WORLD MUSIC | ROCK | BLUES | BLUEGRASS | AND MORE

List of the Day / Awesome of the Day

Check out our List of the Day and Awesome of the Day blogs, featuring daily content written by Paste editors and staff:

- 20 Great "Live at Paste" Videos
- Ten '80s Acts That Should Make Music Again
- 13 Timeless Dance Moves
- Christ Beer Emerges From the Sea to Be Brewed Again
- Watch a Baseball Perform the Four Minute History of Rap
- Colin Hanks Takes a Stand Against "Facebook"

Win a Nicole Atkins Prize Pack

In anticipation of Nicole Atkins upcoming album, *Mondo Amore* (releasing 02/08/11), we're offering our readers the chance to win a prize pack full of autographed Atkins goodies!

It's been a tumultuous three years since the release of Atkins' acclaimed 2007 debut, *Neptune City*, but the wait has proved worth it. *Mondo Amore* is a courageous, provocative work, fraught with dramatic tension, sweeping emotion, and musical ambition. Atkins' remarkable voice commands attention at the forefront of every lyric. Songs like "My Baby Don't Lie" and the soaring "This Is For Love" capture the raw ache and self-reflective disillusionment of a love gone bad. We can't wait for you all to hear this album, so to help hold you over we're offering an Atkins prize pack.

Prize pack includes:

- Autographed *Mondo Amore* CD
- Autographed *Mondo Amore* vinyl
- Autographed Poster

ADVERTORIAL

DEDICATED "BLAST"

Paste LIFELINE

FESTIVAL TICKETS ON SALE!

SEPTEMBER 24TH & 25TH
 PROWSE FARM • CANTON, MA

LIFE IS GOOD FESTIVAL 2011

A FUNDRAISER TO HELP KIDS OVERCOME LIFE-THREATENING CHALLENGES

GET TICKETS AND BECOME A FUNDRAISER

FEATURING

RAY LAMONTAGNE
THE AVETT BROTHERS
MICHAEL FRANTI & SPEARHEAD
THE LEVON BRANDI ROBERT HELM BAND **CARLIE RANDOLPH** AND THE FAMILY BAND
MARTIN SEXTON **INGRID MICHAELSON**
RAPHAEL SAADIQ | **THE HOLD STEADY**
MACEO PARKER | **THE DIRTY DOZEN BRASS BAND**
TRISTAN PRETTYMAN | **THE RYAN MONTBLEAU BAND**
ZEE AVI | **DWIGHT AND NICOLE** | **JENNY DEE AND THE DEELINQUENTS**

GOOD KIDS STAGE

IMAGINATION MOVERS
THE LAURIE BERKNER BAND
 A SPECIAL KIDS SET WITH **BEN RUDNICK**
KELLER WILLIAMS AND FRIENDS

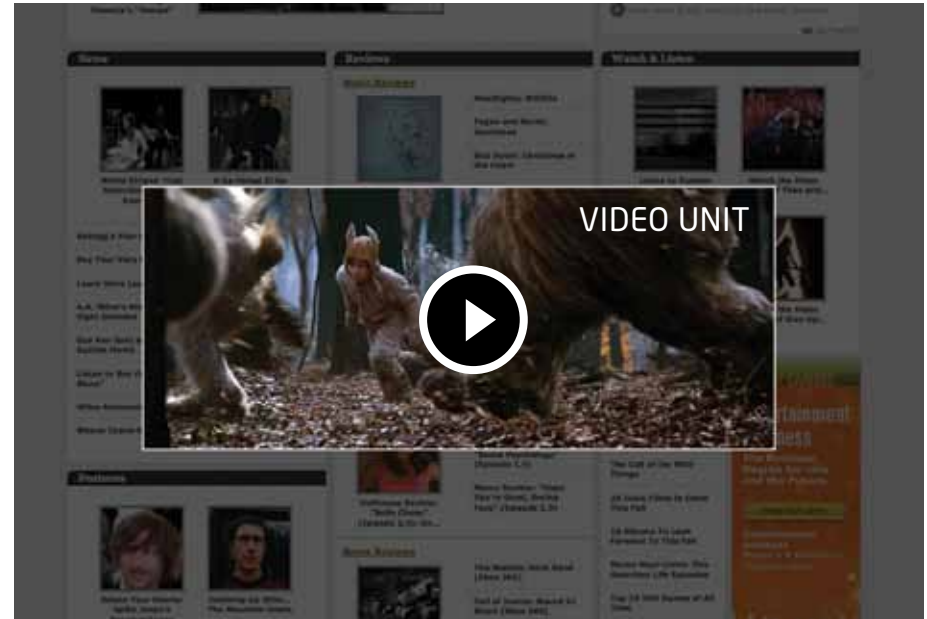
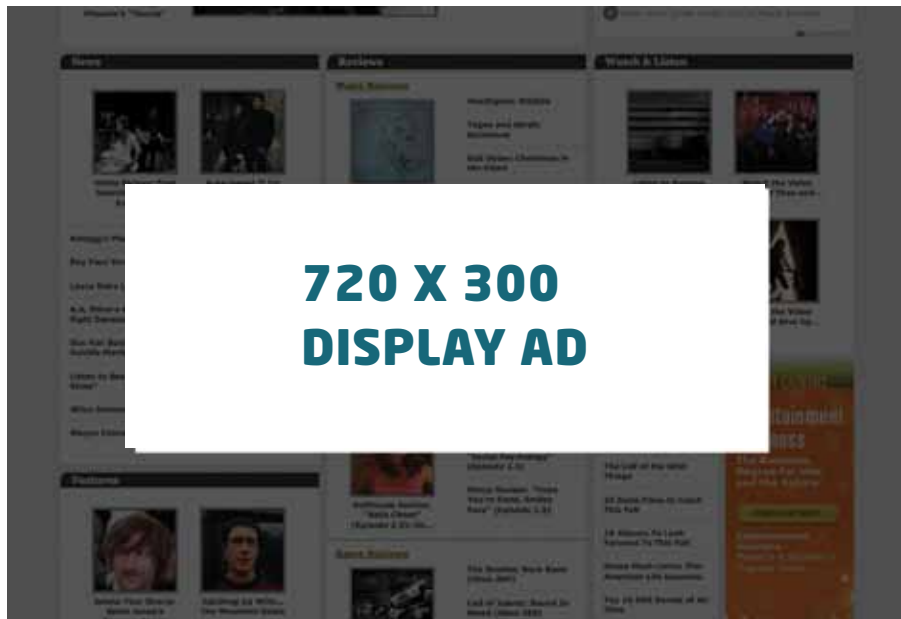
IT'S A FUNDRAISER
 BACKYARD GAMES AND ACTIVITIES ALL WEEKEND LONG!

interstitial overlays

Site overlays ENGAGE USERS PRIOR TO THEM REACHING THEIR DESIRED LANDING PAGE.

They are limited to once per user per lifetime (cookie based), delivering a high impact impression to each unique user. Choose an ad or video.

720 x 300



custom integration



DALE'S

Oskar Blues needed to build a database. Paste liked the idea of Dale's Pale Ale drinkers becoming Paste readers. A match made in (hop)heaven!



OBAMICON

Millions have used Paste's exclusive "Webicon" technology to virally show their support for causes, brands and even a presidential candidate. What could Webicon do for your brand? Dream with us!



HEINEKEN

Heineken needed a way for Paste's readers to interact with their Give Yourself a Good Name campaign - so Paste invited readers to vote and "Give a Band a Good Name".



COCA-COLA

Coke wanted to show off great new music from around the world, using the web and podcasting to do it. Each month, Paste curated and produced eight podcasts featuring 44 bands from around the world.



BUDDYHOLLY.ME

Universal Music & Concord Records asked us to re-skin our Obamicon viral tool to celebrate the 75th birthday of musical legend Buddy Holly.

video sessions

VIDEO SESSIONS

Paste hosts "Live@Paste" studio sessions with bands to record exclusive performances that will premiere online along interview footage, tour information and more.

Sponsorship of the Live@Paste sessions can include:

- Branding in Studio
- Companion Units
- :15 Sec Pre-Roll Video
- Custom Skin



selected advertisers



Google

Simple
shoes for a happy planet™



CONVERSE

CERVEZA
PACIFICO
CLARA

IFC



★ Heineken



Microsoft®

vitaminwater
CLACEAU

SOCO

GameStop

bonnaroo



emusic



DELL

LIVE NATION



rdio



SHURE®
LEGENDARY
PERFORMANCE™



SENNHEISER

how can we help you?

You may have noticed there are no prices in our advertising and sponsorship kit. That's because every advertising package on Paste and Daytrotter is ***100% customized*** to your budget and goals. These days, we believe advertising partners deserve the same level of creativity we devote to our editorial product.

We're always competitive from a pricing standpoint, but it's our engagement and ability to customize that sets us apart. Your spend with Paste and Daytrotter is smart money. Please contact your rep to see how we can use our assets to help you reach your marketing goals.

Signs of life in MUSIC, FILM and CULTURE