



## Rate Card As of 08/19/2008

### OVERVIEW

"NewReleaseTuesday.com has been a must-have placement for us on the street date of our projects!"

—**Gil Johnson, Assistant Manager Product Marketing, Integrity Label Group**

"NewReleaseTuesday.com has been a great way to make the Christian music audience aware of upcoming releases and new artists. We have incorporated NRT into our promotional and marketing strategies, and have discovered positive results."

—**Christy Montoya, New Media, INO Records**

"We promoted five key releases through NRT's direct email and web site. The NRT package is a key element in our marketing campaigns."

—**Annie Crandall, Marketing, Tooth & Nail / BEC**

"We utilized an NRT dedicated HTML email in launching our Direct Effect program and received an outstanding 16.25% response."

—**Salem Publishing**

NRT has grown into an information source trusted by **64,000 unique monthly visitors**, **THE MOST ACTIVE CONSUMERS** in the marketplace, generating more than **900,000 page views per month**.

In retail stores, Tuesday is the day on which all new releases (music, books, movies, etc.) are released to the public. In August of 2002, NewReleaseTuesday.com (NRT) went online with one goal in mind: to inform Christian entertainment fans IMMEDIATELY about each week's new releases.

### GIANT SIZE WEB SITE ADS

NewReleaseTuesday.com offers the most complete and up-to-date listing of upcoming releases online, exclusive artist interviews, commentary from a variety of columnists and the latest in Christian entertainment news.

### DIRECT EMAIL & EMAIL NEWSLETTER ADS

Every Tuesday, NRT sends an HTML email newsletter highlighting the weekly new releases to their growing list of over 13,000+ subscribers.

### DISCOUNT PROGRAMS

NRT offers special flexible programs that save you between \$200 and \$1800 when compared to any individual purchase. See Combo Package and NRT FANatic Packages below.

### PODCAST

NRT launched the world's first professionally produced New Christian Music Podcast. Each week, NRT highlights the biggest releases, interviews the artists and gives listeners an audio preview of what's new. Podcasts are downloaded directly to MP3 players or played from any computer. The average length of each Podcast is around 12-15 minutes. The NRT Podcast consistently rates in the top 5% from over 100,000 casts tracked on FeedBurner.com. At least 20,000 Podcasts downloaded per month.





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### NRT DEMOGRAPHICS AND STATS

NewReleaseTuesday.com continues to grow. This demographic information is the result of a recent user survey and site stats represent the minimum levels over the past four months.

<b>Minimum Monthly Unique Visitors:</b>	64,000
<b>Minimum Monthly Page Views:</b>	900,000
<b>Subscribers To Weekly HTML Email:</b>	13,000

#### Gender

Women	52%
Men	48%

#### Age Range

13-17	12%
18-25	26%
26-34	23%
35-44	21%
45+	18%

#### Household Income

Under \$30,000	30%
\$30,000-\$50,000	31%
\$50,000-\$100,000	30%
Over \$100,000	9%

#### Marital Status

Married	45%
Single	55%

#### Number Of Children At Home

One Or More	48%
No Children	52%

#### Listen To Christian Radio?

Yes	57%
No	10%
Locally & Online	33%

#### Favorite Type Of Music

##### (Checked All That Applied)

Pop / Pop Alternative	78.5%
Adult Contemporary	74.5%
Worship/Modern Worship	69.0%
Rock/Alternative/Hard	68.3%
Urban/Rap/Hip Hop	47.8%
Gospel	29.0%
Instrumental	28.5%
Country	24.6%
Southern Gospel	14.5%

#### Purchased As A Result Of NewReleaseTuesday.com

Yes	65%
No	35%

#### Christian Concerts Attended Annually

5+	18%
3-4	24%
1-2	41%

#### Christian CDs Purchased Annually

10+	48%
7-9	18%
4-6	19%
1-3	15%

#### How Often Do You Visit NewReleaseTuesday.com

Daily	3%
Twice A Week	7%
Weekly	40%
Every Other Week	14%
Monthly	36%



**Rate Card**



**Web Site Layout 1**



**Web Site Layout 2**



**Email Newsletter Layout**



## Rate Card

### AD SPECS & DELIVERY INSTRUCTIONS:

Ads are due one week prior to your requested start of run.

Deliver ALL ads to [info@newreleasetuesday.com](mailto:info@newreleasetuesday.com) and cc [scott@frontgatemediacom](mailto:scott@frontgatemediacom)

#### Banners

Web Site: swf, jpg or gif file

Max file size 50 K

Editorial Content Position - 300x250 pixels

Jumbo Skyscraper - 300x600 pixels

#### Email Newsletter

jpg or gif file ONLY , NO SWF file can be emailed

728x90 pixels

#### Direct Email

Provide all of the following:

- HTML email ad
- Text only version
- Subject Line
- Email address for the person who will approve the test send

#### IndieView - Audio Preview w/ Web Ads

Mail your CD to

NewReleaseTuesday.com

Attn: IndieView

PO Box 190264

Boise, ID 83719

AND

Email your web ads to [info@newreleasetuesday.com](mailto:info@newreleasetuesday.com) and cc [scott@frontgatemediacom](mailto:scott@frontgatemediacom)

160x600 pixel banner (swf, jpg, gif)

728x90 pixel banner (swf, jpg, gif)