



## Advertising on Dolphin Music

**Do you have a special event or services you would like to promote? Do you need to drive more traffic to your web site?**

**Dolphin Music** has been an online resource for local musicians and music lovers alike since 2002. During this time we have built up a strong brand and online presence as THE site to go to for bands, gigs and music events.

We are offering a superb opportunity for you to increase the brand presence of your business in the Dorset area by advertising on [www.dolphinmusic.com](http://www.dolphinmusic.com) - a well established niche market special interest web site promoting live music events and local bands. Research has shown that users are 60% more likely to click on an advert on a special interest site when the ad is relevant to the site's content. We are only offering this opportunity to businesses that we believe are relevant to [www.dolphinmusic.com](http://www.dolphinmusic.com)'s audience and have chosen to give your business this opportunity. Google Analytics show the site consistently achieves over 7000 pages views a month, with time on site being an average of over 1 minute. Dolphin Music attracts over 3000 visits a month. (Statistics updated 06/02/2012.)

Bookings are now being taken for advertising on a first come, first served basis. You can book your advert for a month or several months at a time. Prices are not liable to VAT. Payment is due on receipt of invoice. We can design your advert for you if you do not have this resource available.

Type of Advert	Dimensions (pixels)	Cost / Month	10% Discount 3 month booking	Information
Page	Whole Page and Nav link	£350.00	£315.00	For a small amount per month we can host a whole page on our site dedicated to your business subject to content approval that it is relevant to our site's topics. We can build the page for you with your content and information, graphics and hyperlinks. This is an excellent opportunity to market special events or promotions that you are planning.
Multimedia/Unicast	200 x 200	£150.00	£135.00	Multimedia adverts would be placed at the top of the page on the site to either the left or right of the Dolphin logo. 2 spaces available, one space per customer
Run of site Nav Banner	728 x 90	£200.00	£180.00	Above the main site navigation on every page
Side Bar Sky	120 x 600	£75.00	£67.50	Above the main site navigation on selected page
Nav Banner	728 x 90	£85.00	£76.50	These would be placed in the right or left hand column of the pages towards the top, one ad only at a time.
Graphic Box	200 x 200	£40.00	£36.00	Effective graphical box adverts placed on one or many pages. Price is per box advert, one advert per page per customer
Text Box	200 x 200	£35.00	£31.50	Effective text box adverts

All adverts are subject to approval by Dolphin Music and must meet our terms and conditions. Ad placement is subject to availability and content.

Contact Rebecca at:  
[projects@dolphinmusic.com](mailto:projects@dolphinmusic.com) to book your space