



Re: Hangout Network Media Kit

Thank you for your interest in becoming a Hangout Network sponsor! This media kit has been prepared to help potential sponsors understand the value of their sponsorship, the various sponsorship options available, and what to do next if you're ready to become a Hangout Network sponsor.

I'm excited that you're interested in being a sponsor, because sponsors keep the Hangout sites ticking. From your standpoint, sponsorship is a cost-effective way to advertise your products and services to an audience who is *very* interested in what you have to offer... but from *my* standpoint, your sponsorship pays for hosting, maintenance and upgrades on the Hangout websites. With sites this active, there's always work to be done, and that's why we need your help!

This media kit includes the following sections:

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Thanks for taking the time to browse the kit, and thanks for supporting the Hangout Network!

Regards,

Eric Schlange
Hangout Network Owner & Webmaster
Email: eric@banjohangout.org
Phone: (707) 263-5241

Hangout Network Media Kit

About the Hangout Network

The Hangout Network is a group of community-driven websites built around particular musical instruments. The goal of each site is to bring people who love their musical instruments together, equipping them with tools to turn their website into the world's most comprehensive resource on that particular instrument. These tools include discussion forums, blogs, MP3 archives, photo albums, event calendars, classifieds, reviews, video libraries, and more.

The Hangout Network began in January of 2000 with the Banjo Hangout. Due to the phenomenal success of that site, the Hangout Network has now grown to include four different websites: BanjoHangout.com, FiddleHangout.com, FlatpickerHangout.com (for guitarists), and ResoHangout.com (for dobro players). Each site is owned and run by Eric Schlange.

Who Should Become a Hangout Network Sponsor?

Anyone who offers a product or service to banjo, fiddle, guitar, or dobro players should see Hangout Network sponsorship as an opportunity to get your name out, grow your customer base, and build good will among current and potential customers. Most Hangout sponsors are instrument dealers or instrument manufacturers, but we also have a fair number of sponsors who simply offer service, parts or accessories for a particular instrument.

How Much Traffic Do Hangout Sites Get?

The Hangout Network gets a *lot* of traffic! The sites as a whole see over 45,000 visitors per day and over 7 million page views per month on average, but those numbers are steadily increasing as word gets out and the sites grow. Here are some current statistics for each specific site:

	Visitors/Day	Page Views/Month	Email List Size*	# of Members*
Banjo Hangout	35,000+	5 million+	56,000+	40,000+
Fiddle Hangout	9,000+	2 million+	12,500+	5,500+
Flatpicker Hangout	4,000+	800,000+	4,700+	2,200+
Reso Hangout	5,000+	1 million+	4,500+	1,800+

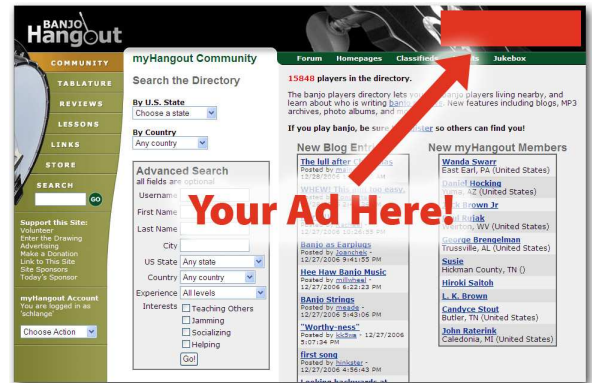
* Each site's membership base and email is growing daily. These numbers are as of 9/1/09.

Sponsorship Opportunities and Pricing

Banner Sponsorship

Banner sponsors get an animated banner which displays on the top-right of the page in a random rotation with other sponsored banners. Each time a page is viewed on the site, a banner is selected which remains visible as long as that page is loaded.

Banner sponsors are also marked as “Featured Links” in the appropriate links pages of the site, so your link is at the top of the list and in a more eye-catching color.



Pricing

Pricing is based on a Cost Per Impressions (CPM) model--that is, you pay a monthly fee to have your banner ad displayed a certain number of times per month.

Ad Views Per Month	Monthly Cost	Cost/1000 Impressions
20,000	\$29	\$1.45
50,000	\$59	\$1.18
80,000	\$89	\$1.11
110,000	\$119	\$1.08
150,000	\$149	99¢
215,000	\$199	93¢
350,000	\$299	89¢

Premier Banner Sponsorship

Premier banner sponsors get a non-animated banner under the main site navigation which is displayed on all site pages at all times. This banner spot was created for sponsors who want a steady, always-visible presence on a Hangout site. Each site has up to three different banner slots (stacked vertically). Premier banners are not currently available on the Banjo Hangout, but are planned for the near future.

Premier banner sponsors are also marked as “Featured Links” in the appropriate links pages of the site, so your link is at the top of the list and in a more eye-catching color.



Pricing

	Fiddle Hangout	Flatpicker Hangout	Reso Hangout
Top Slot	\$125	\$125	\$125
Middle Slot	\$100	\$100	\$100
Bottom Slot	\$75	\$75	\$75

Email List Sponsorship

Each Hangout site has an email list containing subscribers who have signed up to receive news and updates regarding that particular site. Messages are sent to each list every 2-4 weeks, and we sell one sponsor spot for each email. A sponsor spot consists of a few paragraphs of text and 2-4 graphics, carefully crafted to have a “news release” feel, and located at the prime spot (the top!) of the email. Links to your website are sprinkled throughout the news release, of course, making it easy for people to visit your site. Email list sponsorships are very effective in getting the word out about newsworthy items like upcoming events, special sales, or new product announcements.

Pricing

Pricing is based on the size of the mailing list for each particular Hangout site.

Banjo Hangout	Fiddle Hangout	Flatpicker Hangout	Reso Hangout
\$250	\$150	\$100	\$100

Drawing Sponsorship

The Hangout Network has given away tens of thousands of dollars worth of musical instruments in free drawings, and will continue to do so because it presents a “win win win” opportunity for our users, our sponsors, and the Hangout Network. Users get a chance to win an item, sponsors get a lot of effective marketing accomplished, and the Hangout Network gets more traffic as people hit the site to enter the drawings.

Sponsors receive significant exposure by having their product (and at least two links to their website) featured on the front page of the particular Hangout site for the duration of the drawing. An email is also sent to that site’s news list detailing the prize, with further links to the sponsor’s site.

Once the drawing is finished, drawing sponsors will receive the contact information for everyone who opted in to receive a one-time mailing from the sponsor. Typically 75-80% of drawing entrants opt in to this, which results in a mailing list of up to 4,000-12,000 unique people!

Drawing length is based on the value and perceived “draw” of the item being donated. Feel free to contact me with a potential drawing donation, and I can let you know how long your drawing would run. Drawings are often scheduled several months in advance, so be sure to let me know if you’re interested in sponsoring a drawing as soon as possible!

Pricing

There is no additional charge to be a drawing sponsor—the only cost to you is the cost of the item(s) you donate for the drawing. Sponsors also pay for the shipping of the item(s) to the winner.

Available Discounts

The following discounts are currently available to Hangout Network sponsors:

- **20% off advertising on multiple sites:** if you advertise on more than one Hangout Network site, all your ads *after the highest-priced ad* are discounted 20%.
- **1 free month if you commit to a year:** commit to running your ad for a year, and your 12th month is free.
- **2 free months if you commit to and pay for a year:** pay for 10 months up front, and you get the 2 months free!

Tracking Your Results

No matter what type(s) of sponsorship you choose, there are tools in place on the Hangout Network to measure the effectiveness of your sponsorship efforts. The system tracks each time your banner is viewed or clicked, and each click on your email ad is also tracked. These “real-time” statistics pages are made available to you at no extra charge when your ad goes live, and you can view them online at any time.

Banner Ad Guidelines and Creation

Banner ads file formats are restricted to gifs and Flash. Please read below for more details and specifications. (These specs apply to standard banners—premier sponsor banners will be created by the Hangout Network for no additional fee).

Dimensions & File Size

Banner Size: 234 x 60

Gif Ad Size: 75K max

Flash Ad Size: 75K max

File Formats Allowed: Gif graphic or Flash 8 compatible SWF file

Animation: 15 Seconds maximum (ongoing looping is allowed)

Frame Rate: Maximum 18 frames per second.

Backup Gif: A backup gif must be provided for any Flash ads, for non-Flash users. This gif must be no larger than 75k in size.

Audio: Audio streaming in your Flash file is not allowed.

Data Capture: Data capture via your Flash file is not allowed.

Flash Clicktag Details

For clicks on Flash banners to be tracked within the Hangout Network system a click layer button needs to be added on the topmost layer of the Flash file. Attach this command to the button:

```
on (release) {  
  if (clickTAG.substr(0,5) == "http:") {  
    getURL(clickTAG);  
  }  
}
```

See the Macromedia guide "[Building Macromedia Flash Banners with Tracking Capabilities](#)" for more details on adding clickTAG capabilities to your Flash animation.

Banner Ad Creation

The Hangout Network can design your gif or Flash ads if needed. Ad design is free if you commit to at least 3 months of advertising, otherwise the cost is \$30 for animated gif ad design and \$75 for Flash ads.

Ready to get started? Please fill out the form below!
Form should be mailed to the address on the following page, or faxed to (866) 870-6167.

Hangout Network Sponsorship Insertion Order (Page 1 of 2)

Company Name / Name of Sponsor

Address

City

State

Zip

Telephone

Email Address

Contact Person

Authorized Signature

Date

Which Hangout website do you want to sponsor? (Please fill out one insertion order per site)

____ BanjoHangout.com ____ FiddleHangout.com ____ ResoHangout.com ____ FlatpickerHangout.com

Type(s) and Duration of Advertising Requested

____ Banner Ad Sponsorship, _____ ad views/month for _____ months (or write "ongoing")

____ Premium Banner Sponsorship for _____ months (or write "ongoing")

____ Email List Sponsorship – date(s) of mailings, if available _____

____ Drawing Sponsor – item(s) to be given away _____

Terms and Conditions

For Banner Sponsors:

First month's payment is required before ad goes live. Banner goes online within 2 business days of receipt of signed and paid insertion order and completed ad graphic(s). Banner sponsors will be billed monthly on an ongoing basis unless we are informed of a cutoff date, or a longer billing interval is requested.

For Email Sponsors:

Your mailing is not reserved until payment is received in full. Cancellations are not allowed within 60 days of mailing. Rough content (text and graphics) must be sent to the Hangout Network for editing at least 1 week before the mailing. A draft of the mailing will be sent to you for approval during the week leading up to the mailing.

For Drawing Sponsors:

Sponsor is required to ship prize item(s) to the winner. Drawing duration is set by the Hangout Network prior to the drawing going live.

Hangout Network Sponsorship Insertion Order (Page 2 of 2)

Payment Information

PAYMENT METHODS ACCEPTED: Check/money order, Paypal, or credit card, payable to Hangout Network.

PAYABLE TO: Hangout Network
901 S. Main
Lakeport, CA 95453

I wish to pay by: _____ Credit Card _____ Check/Money Order _____ Paypal

IF PAYING BY CREDIT CARD, please fill out the form below:

Name on Credit Card Card Type (Mastercard, VISA, Discover, AMEX)

Billing Address

City State Zip

Authorized Signature Date

Card Number Expiration Month/Year

IF PAYING BY PAYPAL, please enter your Paypal email address below:
