



## **Advertisement & publicity on Americana Music France.**

First of all, Americana music France (AMF) is a site on Americana (and related kinds of -) music, started out of passion for this kind of Music.

What we do is putting bios on bands/artists and reviews on their albums online in French. We know that the French market is a different one than most other European markets, so we decided to make information more accessible on what's happening outside of France on Americana, Indie-Folk and alt-country level.

We prefer to produce reviews and articles on issues we like, rather than criticise albums and or artists, so that the site is very positive and enthusiastic (like ourselves).

We only just started a short time ago with the possibility of adding ads/banners to our site, because we don't want to become just another commercial platform with an overload of information and flickering, sparkling and screaming banners.

But, knowing that the music business is not an easy one for musicians who do not have the ability to dance around in short skirts, accompanied by oily dancers, we wanted to at least create the option of putting banners alongside the articles or on our sidebar.

However, we will be very picky on who will be on our site, we are not interested in Viagra, nor are we interested in country line dance events or Stetson hats. (Although they sometimes are pretty cool though, ...the hats,.. that is).

Of course we are not in the money making business with our little site which basically is a French platform and thus has a restricted public (aside from link traffic). On the other hand we need some money anyway to keep ourselves going, old paper and love will only carry us so far.

So hereby you'll find our (Flat-) rates and options.



Options:

- A 125x125 banner on the right sidebar. Graphics supplied by the advertiser.
- These banners will become random when the amount of adds will be higher than 10 ads. But they are visible with every post- or page load.

Options:

10 €/month for a three month campaign.

8 €/month for a six month campaign.

6 €/month for a year campaign.

- A 468X60 banner above a post.
- These banners will be related to the article (record-label, website or other)

Options:

10€ for a permanent banner above a specific article.

We only use flat rates since we don't want to lose time on preparing visit rates views etc. We want to keep things simple and clean.

Hope you'll find this interesting enough.