

SHOW OFF YOUR GEAR IN THE ESSENTIAL GEAR SECTION!

The **Essential Gear** section is a monthly gear section in the pages of *Acoustic Guitar* magazine. It's an eye-catching special advertising section put together to provide your company another proven marketing edge over your competition.

Well-designed, incredibly affordable and straightforward in terms of materials submission, the *Acoustic Guitar* **Essential Gear** section will help your company:

- **Announce and support new product launches**
- **Strengthen and complement your current display advertising schedule**
- **Keep a solid presence for product lines that may have a limited marketing budget**

As an added bonus, you are able to run your listing in the **Essential Gear** section of **one or all of our e-newsletters** at a heavily discounted rate. *Acoustic Guitar Notes*, and *Acoustic Guitar Trade* are the best digital vehicles of their kind in the guitar industry, and because your URL will be posted and live, AcousticGuitar.com visitors will be able to link directly to your site. Run your listing in your choice of e-newsletter for **only \$140 per ad!**



ADVERTISING RATES

1X—\$595

3X—\$535

6X—\$490

12X—\$440

Acoustic Guitar is pleased to be able to offer this effective promotional marketing section for your product lines, and we thank you for considering this very special offer! *Space is subject to availability

ADVERTISING SPECS

Frequency breaks are available (please see rates on left), making a full year of special promotion for your product(s) quite reasonable. Just reserve your listing(s) and submit your 25-word-maximum text and photos by the first Friday of each month, and we'll take care of the rest!

Photos can be e-mailed directly to your advertising representative and text should be submitted via our online form at AcousticGuitar.com/essentialgear. Photos must be at least 300 dpi and supplied in TIFF or EPS format. Supplied images should include clipping paths.

RESERVE YOUR ESSENTIAL GEAR SPACE TODAY! CONTACT:

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