

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 and incredibly affordable, 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, **Essential Gear** ads are also featured online at AcousticGuitar.com during the month that they are published!



ADVERTISING RATES

1X—\$595

3X—\$535

6X—\$490

12X—\$440

DISCOUNT DIGITAL OPTION

Now, when you run an ad in our print **Essential Gear** section, you are able to run your listing in the **Essential Gear** section of one or more of our e-newsletters for **only \$140 per ad!**

*Space is subject to availability

MATERIALS

- **Headline (5 words max.)**
- **25-35 words of descriptive text for your product or service**
- **1 image, 300 dpi in TIFF or EPS format with clipping path**
- **Contact information (company name, URL, e-mail, and/or phone number)**

Text should be submitted via the online form at AcousticGuitar.com/essentialgear and the image can be e-mailed directly to your advertising representative.

RESERVE YOUR ESSENTIAL GEAR SPACE TODAY!

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