



RATE CARD

INSTAGRAM ADS: PRICING

BASIC OPTIONS (YOU PROVIDE AD AND COPY)

Base ad price: \$25/ad

2 - 4 ads: \$24/ad

5 - 8 ads: \$23/ad

9 - 10 ads: \$22/ad

ADD-ONS

Written copy (Dan's Tunes will provide a professional, engaging caption for your ad post(s), as well as relevant hashtags): \$20/ad

Photo shoot (A Dan's Tunes photographer will shoot professional images for your ad post(s). See **photo guidelines** for further information): \$80/30-min shoot; \$120/45-min shoot; \$150/60-min shoot

Peak time posting : +\$15/ad

ACTUAL POSTING

For each ad you purchase, Dan's Tunes will work with you to find the best time and day to place your ad for maximum visibility. We charge extra for posting during peak time.

We will publish a maximum of one ad per day.

Photo by Danny Ngan



PHOTO GUIDELINES

If you set up a photo shoot with a DT photographer, you are welcome to use the images on social media, beginning **one week** after your ad has been posted. If you have a recurring ad, the one week period would begin after **all ads** have been posted. In each posting, you are required to tag both Dan's Tunes and the individual photographer.

If you wish to use the images for any other promotional materials, you will need to negotiate an **additional fee** with your photographer.



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INSTAGRAM ADS: DATA

SAMPLE AD



danstunesseattle
Seattle, Washington

...



BELIEVE BREATHE BIRTH



danstunesseattle #AD: Becoming a parent, whether it's for the first, second, third, or fourth time, is overwhelming. Through her doula business, Brenna Beltramo works with expectant mothers riding the raucous waves of pregnancy to calm the waters to a soothing swim. For a limited time, claim \$100 off by mentioning this #sponsoredpost. Contact Brenna at @believebreathebirth for more details.

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. .

#birth #motherhood #parenting #birthdoula #babies

NUMBERS

After your ad(s) run(s), Dan's Tunes will provide data for each post, including impressions (how many times the post was seen), reach (how many individual accounts saw the post), and interactions (how many users clicked on the post).

Photo by Caeen Couto



WHY BUY?

When you buy an ad with Dan's Tunes you get:

- Service tailored to your needs: we will work with you to find the best time, hashtags, and content for your post.
- Customizable ad options, from a targeted photo shoot with a Dan's Tunes photographer to professionally written ad copy.
- A direct line to the music community in Seattle, from musicians and partiers to fans and families.
- A name that your audiences knows and trusts to provide quality content.



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BEHIND THE AD

OUR PHILOSOPHY

With the invention of social media, America has become increasingly disparate. From tech whizzes to artists to students to the homeless to the mega-rich to immigrants to outdoor-enthusiasts to soccer-moms, we're all plugged into our little bubbles, sinking deeper into who we think we are.

At Dan's Tunes, we think there's a lot more than just "who we think we are." We're moving and changing every day. We're different from one moment to the next. Our tastes change as quickly as the Seattle weather, and we relish the opportunity to take inspiration and learn new ideas from those different from us.

Since September 2017, we've been pushing that ideal through the biggest uniting force in the world: music.

But, as much as we love music, we know there's more to community than just that. There's pet stores and breweries and bike shops and restaurants and landscapers and dispensaries and coffee shops and local parks and and a myriad of other elements that all combine to make Seattle, well, Seattle.

Photo by Zen Wolfgang



And we think *all* of that is worth celebrating.

When you buy an ad with Dan's Tunes, you're not just buying a slot on a page. You're actively buying-in to our local community. Our goal is to showcase brands and businesses that help bring Seattle together. Instead of ads targeted based on age, race, sexuality, or specific interests, we're targeting based on proximity. We're not selling our readers the next biggest widget from across the globe; we're selling them their new favorite lunch spot — two blocks from home — that they had no idea was there. We're selling earnest, authentic human connection.

So, come celebrate — you, us, and all of Seattle.



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YOUR SELECTIONS

AMOUNT

- ☐ 1
☐ 2 - 4
☐ 5 - 8
☐ 9 - 10

Number of ads to purchase: _____

ADD-ONS

- ☐ Written copy
☐ Photo shoot
☐ Peak time posting

Please provide the details of your selections (i.e. length of copy desired, length of photo shoot desired, if not all ads purchased need copy, etc.):

Photo by Peter Cozens



GENERAL

Please describe your business and the purpose of your ad:

Thank you for your inquiry, and we will be in touch soon!