

gdlm
giornaledellamusica.it

Advertising price list 2017/18

THE SUPER NEW PORTAL of the “giornale della musica”

On the eve of its 18th birthday the site of the “giornale della musica” is undergoing renovation. A radical change, which will revolutionize the architecture of the whole site: from the 31st of October 2017 **giornaledellamusica.it** has become a completely new web portal, optimized for all search engines, completely *mobile friendly* and with a strikingly fresh graphic interface.

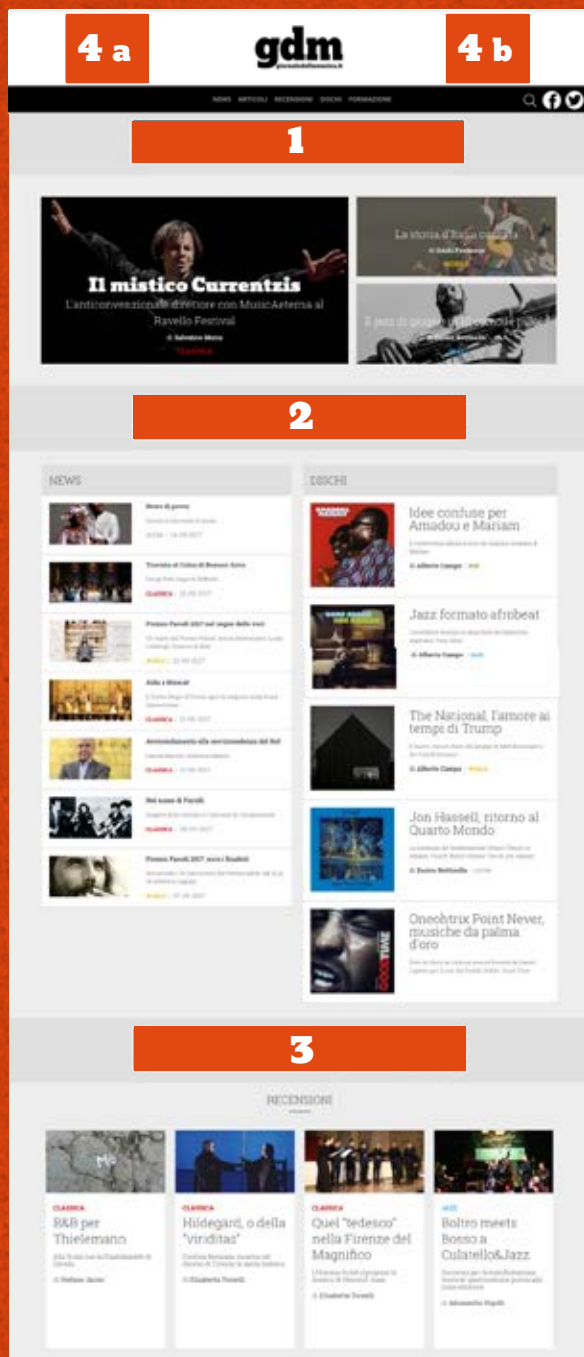
giornaledellamusica.it is the daily portal, dedicated to all types of music – **classical, jazz, pop** and **world** – and which pays particular attention to cultural politics and the world of education and training.

giornaledellamusica.it thanks to its 32 years of history, also boasts an archive of a size which is unequalled in Italy, available free to all music fans.

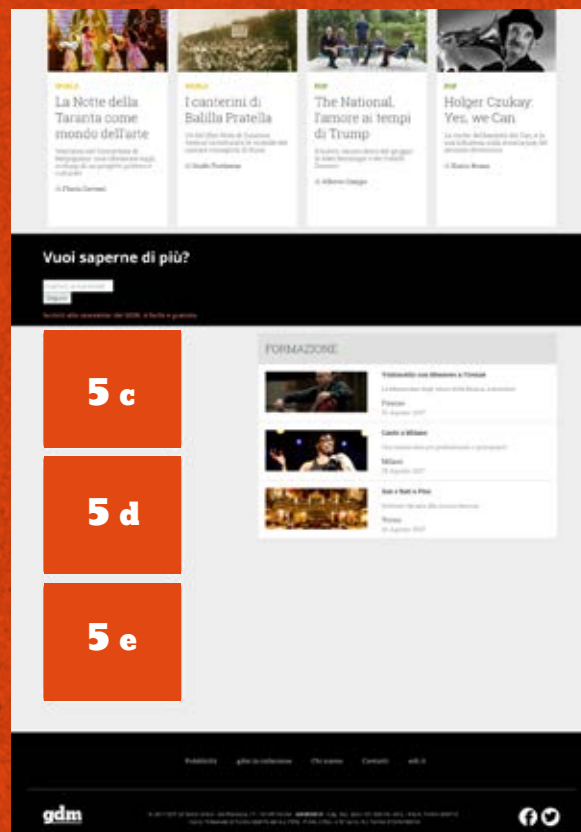
THE SUPER NEW **PORTAL**

of the “giornale della musica”





HOME PAGE



FORMATS

1. leaderboard 1 [header] € 500
728 × 90 px desk | tablet
320 × 50 px mobile

2. leaderboard 2 [header] € 450
728 × 90 px desk | tablet
320 × 50 px mobile

3. leaderboard 3 [header] € 400
728 × 90 px desk | tablet
320 × 50 px mobile

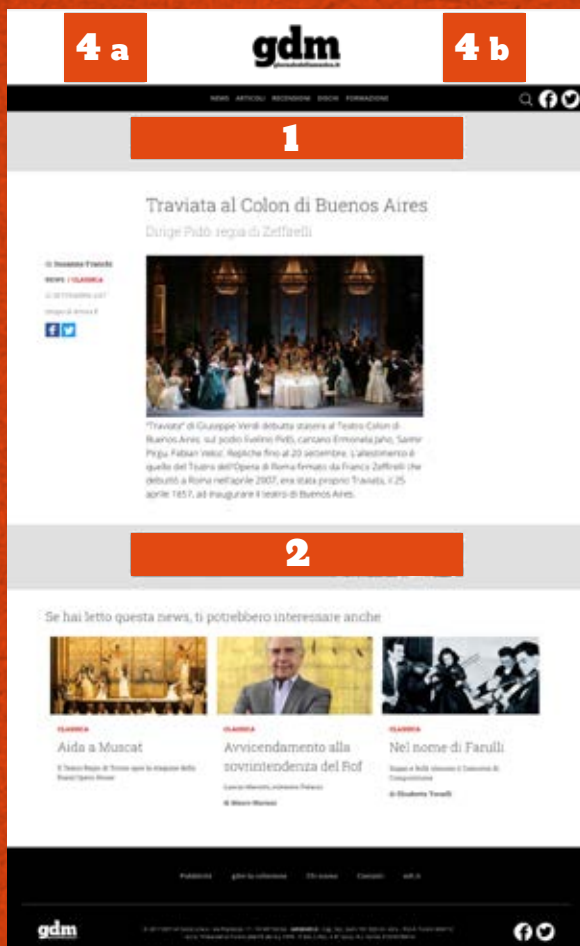
4. rectangle a-b [top left/right] € 350
180 × 150 px desk | tablet

5. medium rectangle c-d-e [big] € 350
300 × 250 px desk | tablet | mobile

contact us at:

advertising office
Antonietta Sortino
a.sortino@edt.it | 011 5591828

editing:
gdm@giornaledellamusica.it
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fax +39 011 2307035



INTERNAL PAGES

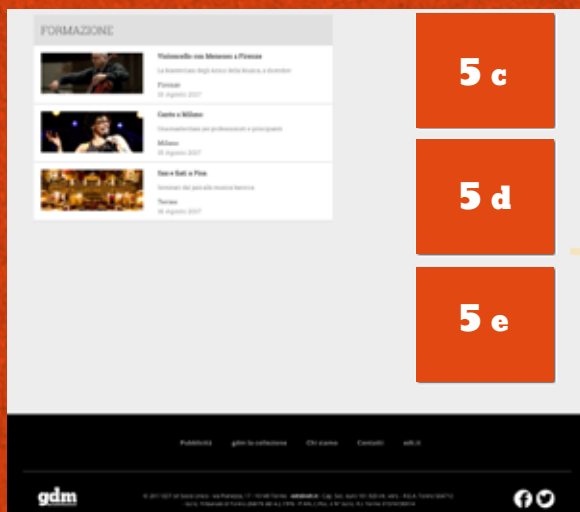
FORMATS

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728 × 90 px desk | tablet
320 × 50 px mobile

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320 × 50 px mobile

4. rectangle a-b
[top left/right] € 350
180 × 150 px desk | tablet

5. medium rectangle [big] € 350
c-d-e | only in pages formazione
300 × 250 px desk | tablet | mobile



**only in pages
FORMAZIONE**

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NEWSLETTER gdm

FORMATS



NEWSLETTER

sent to our mailing list at the start of each month

262 x 44 px € 150

550 x 44 px € 230

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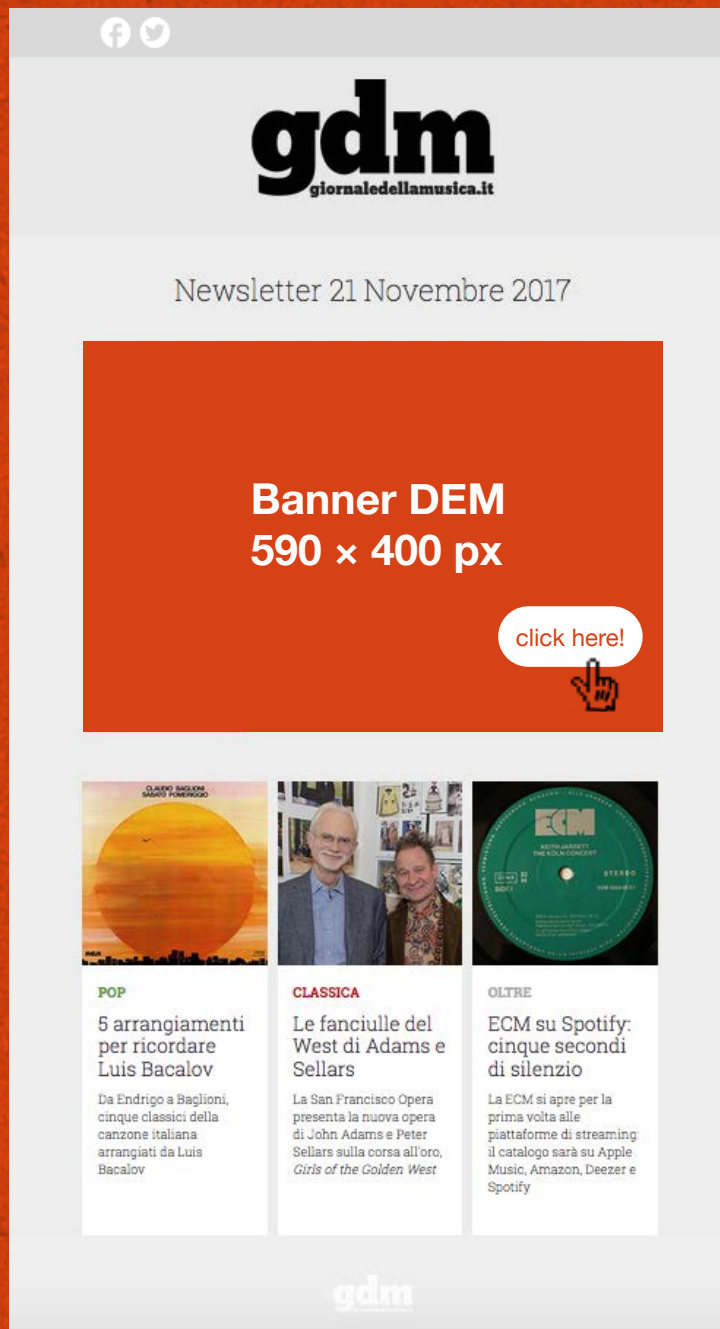
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DEM

this is a **newsletter** of the “giornale della musica”, **personalized** for your communication, which is sent at one time to all our mailing list.

590 × 400 px € 350

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TECHNICAL REQUIREMENTS

gdlm
giornaledellamusica.it

IMAGE FORMAT

JPEG, exported to RGB
(do not use CMYK, or the banner
won't be visible with
The Explorer browser);
GIF or animated GIF (max 300Kb).
Animated GIF is not compatible for
DEM. Files in SWF format are not
accepted.
Provide the link to your site.

EXPENSES:

Any production costs and
Equipment setup will be charged

BOOKING SPACES AND DELIVERY OF MATERIAL:

Booking by at least 5 working days
prior to the date planned for release of
the banner;
The material must arrive at least 3
days prior to the date planned for
online release.



Independent publishing house since 1976, with books about music and food, fiction and essays. One of the leading Italian publishers of travel guides and books (**Lonely Planet** and **Marco Polo**) and children's books (**Giralangolo**).

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MARCO POLO