

ADVERTISING WITH THE SQUID'S EAR



The Squid's Ear <<http://www.squidsear.com>> was founded in 2003 to provide intelligent and insightful coverage of New York's thriving experimental and avant-garde music scene and to create links with other avant-garde music communities around the world. The magazine is an outgrowth of Squidco, a website initially developed in 1995 to spread information about unusual music and arts to the online music community. Squidco also operates an online music store at <<http://www.squidco.com>>.

The screenshot shows the website's layout. At the top left is the "THE SQUID'S EAR" logo. To its right is a blue banner for "signal to noise the journal of improvised & experimental music". Below these are search and mailing list links. The main content area features a large article titled "ZORN at FIFTY" with a vibrant, abstract image of Masada Strings. The article includes an overview with links to "Mike Hammer, Les Baxter and the Jewish People" and "Charming the Cobra", and an interview section with links to "12 Stories About John Zorn and One About A Fan" and "Op Ed: The Zorn Non-Interview". The left sidebar contains a navigation menu with items like "NEWS GIG LIST", "HEARD IN HEARD OUT", and "FEATURES". The right sidebar contains advertisements for "SQUIDCO New & Used Unusual Music" and "TONIC Limited Edition Live CD".

[HTTP://WWW.SQUIDSEAR.COM](http://www.squidsear.com)

About The Squid's Ear

The Squid's Ear is an online magazine launched in January 2003 to provide insightful coverage of avant, experimental and unusual musics. The scenes covered include New York downtown, *musique actuelle*, avant, improv, jazz, electro-acoustic and *onkyo* sound and avant rock.

The Squid's Ear models itself after print magazines in that it has cover stories and features presented on a roughly quarterly basis. It distinguishes itself by updating weekly with reviews, live listings, comics and news, encouraging frequent visits from our readers. Unlike many new music magazines, both online and in print, **The Squid's Ear** pays its writers for feature content, which insures that we attract quality writing and well-thought, in-depth content.

To date four issues of **The Squid's Ear** have been published, with articles about New York sound galleries, the Victoriaville Festival, Peter Kowald, psychogeography, Encyclopedia of Jazz, British guitarist and composer Fred Frith, the Amplify 2003 festival, The Vision Festival, and an exclusive issue covering John Zorn's 50th birthday celebration at Tonic. We also have featured exclusive article written by such distinguished artists and bands as Butch Morris, Marc Ribot, Eugene Chadbourne, Jon Rose, Ikue Mori, Anthony Coleman, Ron Anderson, Gary Lucas and Sleepytime Gorilla Museum.

Several popular services are offered by **The Squid's Ear: The Gig List**, an online searchable database of event listings for the NY Metropolitan Area; **Web News**, a searchable archive of news from around the web; **Reviews** of CD's including album cover graphics; and concert reviews.

Since we began to publish we have offered 63 feature articles, over 100 CD reviews representing 77 labels, 71 live reviews from 45 venues, and listed over 1,300 gigs in our calendar. We have had more than 43,000 articles read, and are visited more than 1,500 times every week by people eager to read more about this incredible music. We've also received positive feedback from many musicians, including Anthony Braxton, Martin Schütz, Shelly Hirsch, Ron Anderson and Keith Rowe. New and prior content is indexed and available through our search engine.

We believe that a large part of our success is due to our careful attention to detail and consistency. The sight was designed with the collaboration of seasoned Web developers and designers so that our navigation systems would be easy to understand and use. We rely on simple, well established side-bar menu navigation that is presented on all Squid's Ear pages. By using standardized templates visitors are never lost in the site, and can easily find their way to any content that we present. In addition **The Squid's Ear** encourages readers to remain on the site by presenting them with easy to find hyperlink lists of recent content.

We advertise our site frequently on the Internet, through various web sites, Usenet and popular email lists. We also send a biweekly email update to hundreds of readers from over 20 countries, notifying them of new content or features.

Why Advertise with The Squid's Ear?

The Squid's Ear was designed with your advertisement in mind. We established two areas for advertisements: the top banner, with a large space for two wide ads shown prominently on every page; and the sponsor bar, with space for graphic box ads and text ads.



THE TOP BAR



The Top Bar accommodates a 468 * 60 pixel banner, which is displayed on every page served on the Squid's Ear.

The Sponsor Bar shows at the right side of every page. The site was designed to dynamically resize to ensure that your ad is always viewed by visitors, even those using small screen resolutions or who like their browser windows narrow. Both banners and box ads can be static images, GIF89 animations, or Flash animation. And of course your ad can click-thru to your site or any web page that you want, to direct potential customers. We also offer text line ads that can also click through to your site.

Every ad you run with The Squid's Ear is counted each time it is displayed, called ad impressions, as is every click-thru to your site. We provide you information about your ad through our Sponsor Feedback Page. This page details your ad impression and click-thrus, so at anytime you can see how many times readers have seen your ad and how many times they chose to visit your site without asking us to provide that information. The Squid's Ear is all about useful technology that helps you sell your ad and determine out how well it's doing!

This page displays impression and click-thru statistics on The Squid's Ear for an individual advertisement

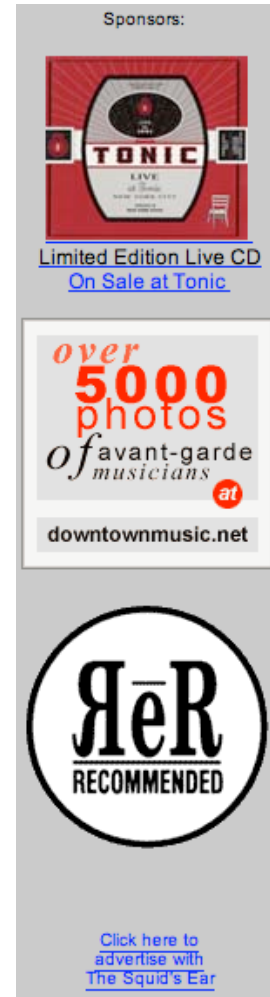
Your advertisement is displayed below:

Sponsors:



Number of impressions (times displayed on a page): 89906
Number of click throughs (times a user clicked your ad): 634

THE SPONSOR FEEDBACK PROGRAM



THE SPONSOR BAR

Measuring Success

Since The Squid's Ear launched in January 2003 we've had close to 50,000 articles read, and that number is increasing constantly. With readers spread across the world we're able to get the word out about new music, releases, concerts and artists. Here are some statistics.

- More than 47,000 articles have been read in 9 months.
- The Squid's Ear is currently getting more than 1,500 hits per week and is rapidly growing.
- In August 2003, Squidco had 500,000 hits, averaging currently more than 100,000 hits/week.

Our Servers

The Squid's Ear runs on Interland True Advanced servers, while database content is served from a separate MySQL shared server. This gives us excellent performance while running under heavy load, and ensures that your ad is viewed and your impressions counted.

What You Won't See

The Squid's Ear only accepts ads from our music community so you don't see any double-click ads, no "smack the monkey" or annoying pop-up ads for gambling sites or deceptive ads telling you you've won anything. We respect the integrity of the noncommercial music community and have no desire to denigrate it with blatant sales pitches or sleazy advertising. Your ad sits alongside your peers' ads without the distraction of clutter that has nothing to do with good music.

Who is The Squid's Ear ?

Kurt Gottschalk, editor of The Squid's Ear, has worked as a reporter, editor and freelance writer for over 10 years. He earned a Master's degree in journalism from Columbia University and worked as a staff reporter for *The Hour* and *The Greenwich Time*, both in Connecticut, and was twice recognized by The Society for Professional Journalists, including a first place award for Best Feature Writing. He also worked as assistant city editor for the (NJ) *Herald News* before joining forces with Phil Zampino to launch The Squid's Ear. He has previously launched two other independent publications, *The Paper* (in Chicago) and *Brooklyn Metro Times*.

Publisher Phil Zampino has over 20 years of Information Technology experience, having worked as a senior database analyst and programmer for Mutual of NY, General Electric, AIG and Bankers Trust. While at GE, he was working on the Internet before it went public, and posted with fellow music fanatics via Usenet regularly, launching a discography for the British new music label Recommended Records as a text resource for the net and later building and managing the official website for that seminal label. Transitioning into a freelance Web and application developer in the late 90's, Zampino has developed websites and applications for The Smithsonian Institute (NMAI), Hallmark Entertainment, SBTv.com and Show & Tell. He is also a rabid new music fan, collector and enthusiast of all things noncommercial and that make him scratch his head in wonderment.

Contributing Writers

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