



BANDCAMP NATION

bandcampnation.com

2026 ADVERTISING RATE CARD

Exclusive 30-Day Placements · No Ad Rotation · One Advertiser Per Position

Who We Reach

Bandcamp Nation is the premier online destination for the marching band community — high school student performers, parents, band directors, and college music program prospects. Our content spans original articles on band culture and leadership, free radio (50+ original tracks), trivia, games, and a curated book library.

Audience Metric	Monthly Figure	Context
Monthly visitors	10,000	Organic + social traffic
Est. monthly page views	~20,000	Avg. 2.0 pages per visit
Primary audience	Ages 14–22	High school & college band students
Secondary audience	Parents & directors	Household decision-makers with purchasing authority
Highest-dwell pages	Radio · Games	Average session 6–12 min on entertainment/radio

Why Advertise on BandCamp Nation

Our placements are exclusive — your ad runs alone in its position for a full 30 days. No competitive rotation, no split impressions, no auction dynamics. Your brand owns the space.

- Niche audience with verified interest in music, performance, and education
- High purchase-intent visitors: instruments, sheet music, uniforms, college programs
- Extended sessions on Radio and Entertainment pages (avg. 6–12 minutes)
- Parent and director co-viewers on articles — household decision-makers in the room
- Your creative runs 100% of impressions in your placement for the full 30 days

Ad Inventory & Rates — 30-Day Exclusive

All rates are per 30-day exclusive placement. One advertiser per position per month. Advertiser provides creative assets; standard IAB formats accepted (JPEG, PNG, GIF, HTML5).

Page	Ad Position	Unit Size	30-Day Rate	Notes
Homepage	Leaderboard — below nav	728×90	\$890	Top of page; first impression; max exposure
	Skyscraper — right sidebar	160×600	\$750	Scrolls with visitor; long dwell time
	Inline mid-page banner	728×90	\$590	Between content sections; high scroll depth
	Pre-footer	728×90	\$490	Exit-intent zone;

Page	Ad Position	Unit Size	30-Day Rate	Notes
	leaderboard			<i>retargeting sweet spot</i>
Articles	Leaderboard — below nav	728×90	\$720	<i>Runs across all article pages; broad reach</i>
	Sticky sidebar	300×250	\$840	<i>Highest dwell; scrolls with reader through full article</i>
	In-content unit (after para 3)	300×250	\$680	<i>Mid-read; highest attention moment in article</i>
	End-of-article unit	300×250	\$590	<i>Post-read; engaged, decision-ready audience</i>
	Pre-footer leaderboard	728×90	\$440	<i>Runs across all article pages</i>
Radio	Leaderboard — top	728×90	\$620	<i>Music-engaged audience; audio-adjacent advertisers</i>
	Sidebar — beside player	300×250	\$780	<i>Longest dwell on site; listener focus</i>
Entertainment	Leaderboard — top	728×90	\$560	<i>High-frequency return visitors</i>
	Grid native ad tile	300×250	\$490	<i>Native format; blends with game cards</i>
	Interstitial banner	320×50	\$380	<i>Between game rows; mobile-forward</i>
Full-site takeover — all 14 positions			\$8,820/mo	<i>10% bundle discount off individual sum (\$9,810)</i>

* Full-site takeover reflects a 10% bundled discount. Contact us for a custom proposal.

Advertiser Packages

Curated 30-day exclusive packages designed for common advertiser objectives. Custom packages available on request.

Package	Best For	Placements Included	30-Day Rate
Spotlight	Instrument brands, online retailers testing the market	Homepage leaderboard + article sticky sidebar	\$1,590/mo
Performer	Colleges, conservatories, summer music programs	Homepage leaderboard + skyscraper + article in-content + end-of-article units	\$2,900/mo
Encore	Retailers, uniform suppliers, sheet music platforms	All homepage placements + radio sidebar + entertainment leaderboard	\$3,700/mo
Full Ensemble	Category-exclusive sponsors; one brand, whole site	All 14 display positions, site-wide for 30 days	\$8,820/mo

Ideal Advertisers

BandCamp Nation's audience is a precise match for brands and institutions serving student musicians and their families.

Advertiser Category	Audience Relevance	Recommended Placement
Colleges & universities (music programs)	Students actively exploring college music programs and scholarships	Article sticky sidebar, in-content unit
Music instrument manufacturers	Students and parents purchasing instruments for the school year	Homepage leaderboard & skyscraper
Online music retailers	Active shoppers for sheet music, accessories, and equipment	Radio sidebar, entertainment grid tile
Summer music camps & programs	Students and parents planning summer enrichment	Spotlight or Performer package
Uniform & equipment suppliers	Directors buying in bulk; parents outfitting students	Homepage mid-page, pre-footer
Music education platforms & apps	Students seeking practice tools and learning resources	Entertainment interstitial, radio page
Scholarship & financial aid services	Students and parents researching how to fund college music study	Article in-content and end-of-article units

Terms & Creative Specifications

Booking & Cancellation

- Placement is reserved upon receipt of signed insertion order and 50% deposit.
- Remaining balance due 5 business days before campaign start.
- Cancellations within 14 days of campaign start are non-refundable.
- Placements sold first-come, first-served. Availability calendar on request.

Creative Specifications

- Accepted formats: JPEG, PNG, static GIF, animated GIF (max 3 loops), HTML5.
- Max file size: 150KB per unit. All creative subject to BCN editorial review prior to launch.
- Animated GIFs: no more than 3 flashes per second (WCAG 2.1 compliance).
- Creative assets due 5 business days before campaign start date.

Reporting

- Monthly impression and click summary provided to all advertisers.
- Data sourced from Google Analytics (GA4). No third-party ad server required.

Exclusivity Policy

- Each ad position is sold to one advertiser for the full 30-day period — no rotation, no shared impressions.
- Direct competitors of an active advertiser will not be placed in the same position in the same month.
- Category exclusivity (entire site) available via the Full Ensemble package.

To Reserve Your Placement

Contact BandCamp Nation: info@bandcampnation.com · bandcampnation.com

Rates effective January 1, 2026. Subject to change with 30 days notice. All rates in USD.

Prepared by Artsvue Marketing on behalf of BandCamp Nation / Accoladi Inc.