

PianoLessons.com

2018 OPPORTUNITIES

WHO WE ARE

A massively valuable collection of lessons that help students learn piano theory, piano scales, and piano modes; improves note counting; teaches popular songs; and develops improvisational skills.

All of it is completely free to watch, and many people spend hours learning with us.

PianoLessons.com is part of the Musora family of websites that educates online students in guitar, drums, piano, and recording techniques.

musora

guitareo

drumeo

pianote

PianoLessons.com

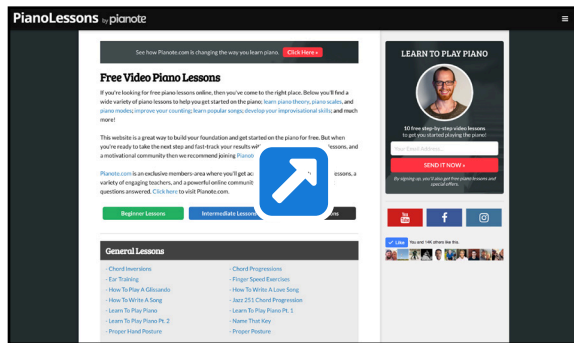
OUR CORE NUMBERS

Over 200 pages of free piano lesson content and 150+ high quality video piano lessons. In 2017 we averaged:

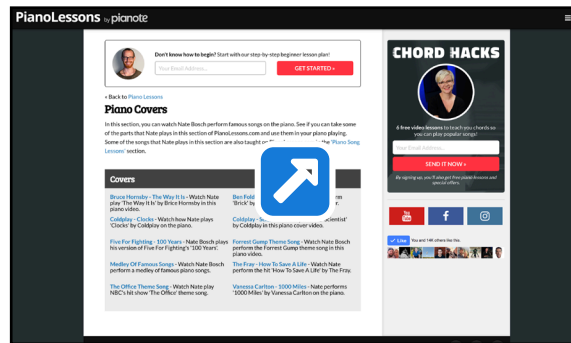


OUR CONTENT

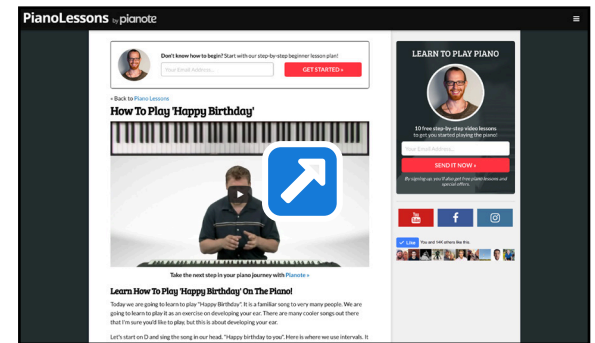
Beginner piano lessons make up the majority of the content that our users are browsing. Our top content where most ads will be shown can be seen here:



PianoLessons.com Homepage



Piano Lesson Guides

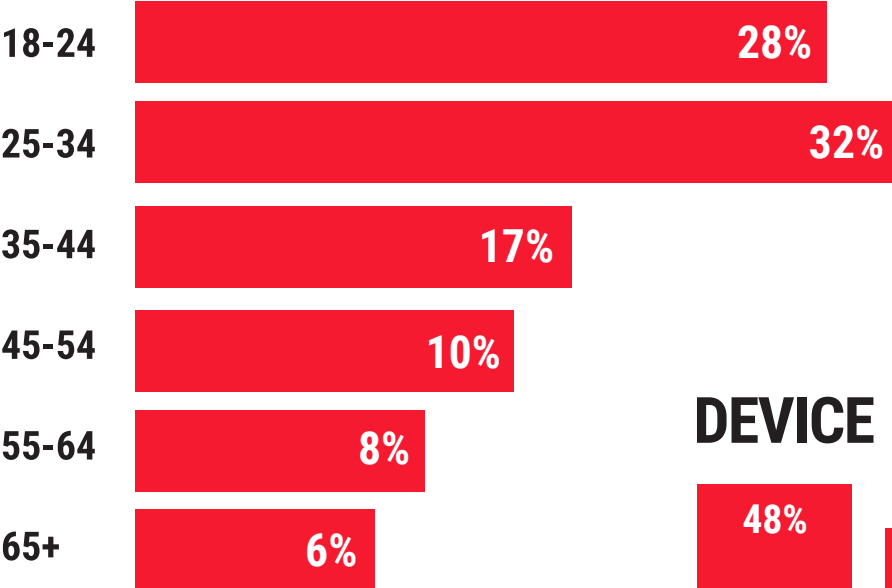


Piano Lesson Video Pages

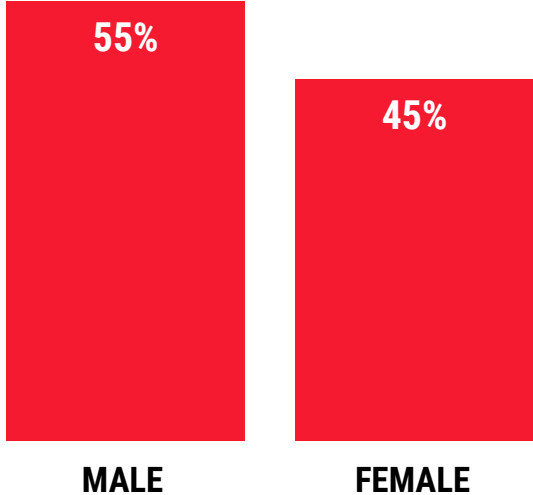
Many of our users are actively searching piano gear and accessories that can take their playing to the next level.

OUR AUDIENCE

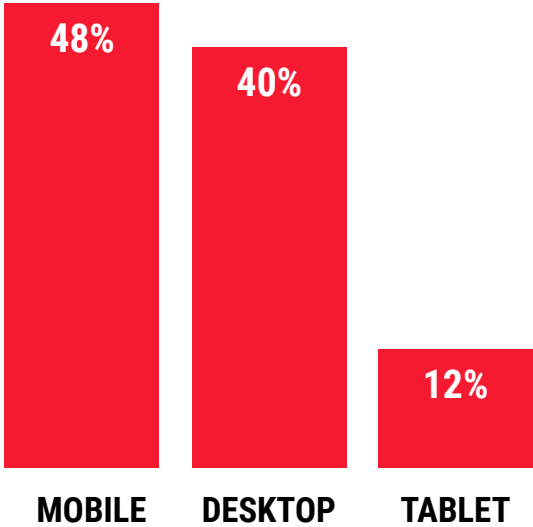
AGE



GENDER

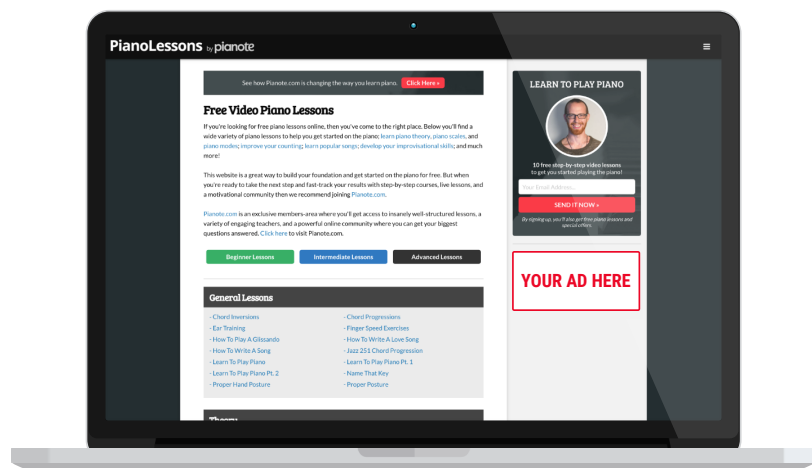


DEVICE



AD PLACEMENT OPPORTUNITIES

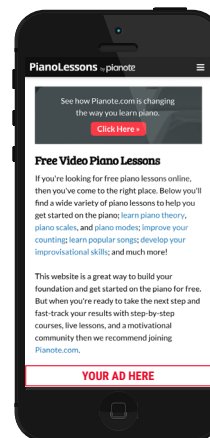
Get exclusive ad coverage when you advertise with us. The only other ads on the page are for **our sister sites**, or for one of our free lesson packs.



Desktop Display

The ad is shown on all pages on the website in the sidebar.

Dimensions: 300x250
Retina: 600x500



Mobile Display

The ad sticks to the bottom of the website on all pages.

Dimensions: 320x100
Retina: 640x200

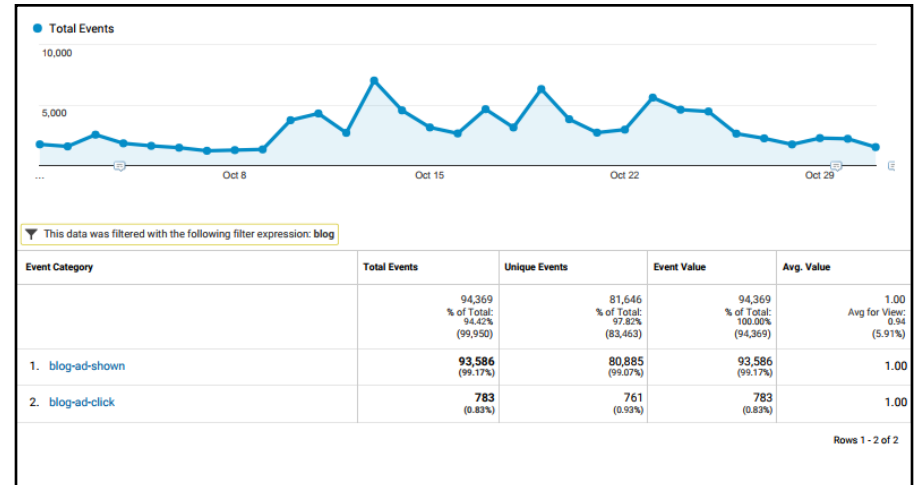
PREMIUM DISPLAY ADS

High Viewability - Ad-blockers don't stop these ads. They load above the fold on desktop, and after lesson content on mobile.

Exclusivity - You are the only company advertised on the site besides our premium education services. You get 100% of the ad impressions for the whole month you purchase.

Get What You Pay For - If for some reason we don't hit the number of contracted number of impressions - we will keep your ads up until we hit them.

Live Reporting - Live click reporting, monthly summary emails, and custom link support available for your campaign tracking.



Oct 1, 2017 - Oct 31, 2017

Event Category	Total Events	Unique Events
1. blog-ad-shown	93,586	80,885
2. blog-ad-click	783	761

PRICING

STANDARD DISPLAY AD

\$25/CPM

COST PER THOUSAND IMPRESSIONS

This is an image that
links to a URL.

VIDEO POP-UP MODAL

\$35/CPM

COST PER THOUSAND IMPRESSIONS

This is an image that links
to a video pop-up modal.

Q+A | SALES



Jared Falk

CEO - Musora

1-800-439-8921

jared@musora.com

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