



Paste★
NATION

★ What IS It?

Paste Nation is a hand-picked collection of independently minded entertainment websites who promote quality music, film, and other emerging culture.





★ WHO MAKES UP
PaStE ★
NATION

The Paste Nation advertising network moves beyond those unwieldy collections of sites where dilution leaves you too often with an ineffective campaign.

Targeting With Scale

It is a hand-picked collection of quality sites that gather tastemakers with similar psychographics. From social networking pioneers like Virb to longtime music bloggers such as Largehearted Boy, Paste Nation's sites do not just absorb and rehash entertainment news, they set the agenda for what is truly up-and-coming in music and film.

Our Audience

These sites rely on their own organic traffic, not an influx of inbound links that causes traffic to fluctuate erratically. Therefore, advertisers have access to consumers in an environment they trust and cherish, as well as a convenient way to engage this hard-to-reach but enthusiastic and trendsetting creative class audience.

The Paste Nation audience includes 4 million monthly visitors who comprise over 26 million page views per month in aggregate inventory across the 12 handpicked sites. Taken together, these sites deliver an ultra-engaged, influential, and educated audience.



★ WHY CHOOSE

Paste★
NATION

Paste Nation is the most dependable and efficient way to extend your pastemagazine.com campaign, as well as interact with active, quality-minded consumers in environments they trust.

Expert Selection

The Paste Staff individually selected Paste Nation participants based on their commitment to premium taste, strong editorial voice, and active readerships.

Geo-targeting capability

Target specific geographic areas for an exceptionally fine-tuned reach.

Reliability and Relevance

Reaches users who demand rich content and provide advertisers with excellent contextual relevance.

Responsibility

We have handpicked the publishers on Paste Nation in order to bring the best of the long tail to your advertising campaign.

Direct Relationships

We connect directly with publishers and content providers, ensuring the freshest and most favored placements.

Access

Engage our young, active audience while extending your campaign footprint across an abundance of relevant content.

Expansion

We carefully and continually search out and introduce new sites and sources of emerging music, film and culture content to Paste Nation.





★ JOIN US

Paste Nation is the perfect home for your online campaign if reaching an engaged and influential audience is your priority. Our ability to customize, integrate and accommodate will help ensure your buy meets your needs and exceeds your goals. Here are a few of the companies that used Paste Nation in just our first two months.

★ WHERE TO FIND
Paste★
NATION

Reach an engaged and influential audience as an online advertising partner. Paste Nation is the perfect home for your campaign. Through our customization, integration and accommodation, Paste Nation will help you meet your needs and exceed your goals.

Paste (pastemagazine.com)

The Wall Street Journal calls Paste “The best among American music titles,” and pastemagazine.com publishes loads of news, reviews, interviews daily, not to mention blog posts and podcasts.

PopMatters (popmatters.com)

PopMatters is the leading independent arts and culture magazine on the web. In its eight-year history, PopMatters has become one of the web's most prestigious cultural sources and foremost tastemakers, especially within the highly desirable 18-34-year-old demographic.

Virb (virb.com)

Virb is a community website that combines social interaction with music and entertainment exploration. built by the same people who brought you PureVolume.com, an innovator in online music.

**Largehearted Boy
(blog.largeheartedboy.com)**

Six years old, this pioneering music blog features daily free and legal music downloads as well as news from the worlds of music, literature, and pop culture.

Daytrotter (daytrotter.com)

Truly tastemaker in scope, Daytrotter is home of the Daytrotter Session, live in-studio performances by some of today's brightest up-and-coming musicians.

**Aquarium Drunkard
(www.aquariumdrunkard.com)**

An eclectic audio blog based in L.A. featuring daily music news, reviews, mp3 samples and podcasts.



Elbo.ws (elbo.ws)

Elbo.ws is the most comprehensive music blog aggregator on the web where you can literally browse hundreds of thousands of music posts and legal mp3s. If bloggers are the new tastemakers, Elbo.ws is their home away from home.

KEXP (kexp.org)

“Where the music matters,” KEXP.org is the Webby award-winning website for Seattle’s KEXP, one of the most influential non-commercial radio stations in the country. A visionary pioneer for internet radio, the station was the first first station in the world to offer uncompressed CD-quality audio on the Internet, 24 hours a day, seven days a week.

Spout (spout.com)

Spout helps people find films through other people. For film-lovers wanting to share their favorite films, we provide a place where they can be heard. For people who know great films are out there, but don't know how to find them easily, we provide tools for meaningful discovery.

Gorilla vs. Bear (gorillavsbear.net)

Influential mp3 blog, focusing on independent music and pop culture, named *Filter Magazine's* 2006 "Blogger of the Year", and featured in *Rolling Stone*.



**My Old Kentucky Blog
(myoldkyhome.blogspot.com)**

A one-stop shop for what's new and hot in indie rock/pop/folk and hip-hop. The site has been featured in and on USA Today, Pitchfork Media, Rolling Stone, Q Magazine, and many other major print and online publications.

**Brooklyn Vegan
(brooklynvegan.com)**

BrooklynVegan is a NYC-centric mostly-music blog that focuses on reporting international music news, live show reviews, pictures, tour dates, gossip, tips, MP3's, videos, and just about anything else a music fan could want. Non-music news finds it's way on to the blog's pages as well, and every post comes with an open exchange of ideas via the public commenting system.

**You Ain't No Picasso
(youaintnopicasso.com)**

Named as one of PC Magazine's Top 100 Blogs, this influential blog based in Kentucky stands as one of the web's most popular destinations for tour dates, free MP3 downloads, and live show reviews.

**Chromewaves
(chromewaves.net)**

Founded in 2002, Chromewaves delivers daily ruminations and mp3s from the world of indie rock and beyond. Nominated for Webby and Bloggie awards.



HOW TO USE PASTE NATION

Reach an engaged and influential audience as an online advertising partner. Paste Nation is the perfect home for your campaign. Through our customization, integration and accommodation, Paste Nation will help you meet your needs and exceed your goals.



	Creative Size	GIF/JPG File Size	Rich Media File Size	Animation Time	Looping
Leaderboard	728 x 90	20k	30k	:15	3
Wide Skyscraper	160 x 600	20k	30k	:15	3
Medium Rectangle	300 x 250	30k	40k	:15	3
Rectangle	180 x 150	20k	30k	:15	3

Customized, high-impact opportunities also available

- Full page transitional or homepage roadblock co-branding
- Sponsor a section of member site or editorial target



ADVERTISING GUIDELINES

Creative Lead Time

- Standard Units (Gif, Jpg, 3rd party tags, etc)
3 business days
- Rich Media Units (Flash, HTML, 3rd party Rich)
5 business days

Streaming Audio/Video

- Duration of play: 15 seconds
- Auto-Initiated Video
- User-Initiated Audio
(Audio On/Off Buttons required)

All Creative/Tags Should Be Sent To:
production@pastemagazine.com

Production Contact

Mark DiCristina; mark@pastemagazine.com

For additional specifications and production requirements, please contact your sales representative. Paste Media Group has the right to final approval of creative.