



WITH ELWOOD BLUES,
A.K.A. DAN AYKROYD

2016

RATE CARD



TheBluesMobile: A Place for Everything Blues

Avid blues music fans now have access to "Elwood's Briefcase Full of Blues" featuring exclusive content from the multiple award-winning syndicated radio series, Elwood's BluesMobile Radio Hour (formerly The House of Blues Radio Hour.)

The BluesMobile website is an online destination where fans engage in all things Blues. Listen to the audio stream, blues podcasts, exclusive interviews, watch music and interview videos, learn about Elwood's favorite new Blues song each week - The Blues Breaker - and more.

And now, Elwood is joined by The Venerator: C.C. Rider. Experience C.C.'s tributes to the early originators of Blues, the genre's trends, and those keeping the roots tradition alive. She blogs, she tweets, she instagrams. www.ccriderblues.com

Blues Fans

- 75% of blues consumers attend live performances, averaging over 6 shows per year!
- Most fans would be willing to travel 150 miles to a blues festival, 37% say they would travel more than 250 miles to see the blues live.
- Blues fans are not just consumers of music; they also purchase musical instruments, stereo and sound systems, and consumer electronic equipment.
- According to the Blues Foundation, nearly one quarter (23%) of blues fans are musicians, while only 5% of the general population play a musical instrument. The most common instrument of the average blues fan is the guitar.
- One in five blues fans plans to make a major purchase - whether it is a new home or remodel, a car or major appliance.
- 86% buy more than 3 CD's a year with 24% purchasing more than 20 CD's a year.
- More than half of blues fans read music magazines regularly, incorporating music into their lives more than the average American.

Source: The Kitchens Group



Elwood's BluesMobile Radio Hour

Hosted for more than 20 years by Elwood Blues, aka Dan Aykroyd. Dan is an Academy-Award nominated actor, comedian, writer, and recording artist. The Blues Brothers first album, "Briefcase Full of Blues," is the ONLY Blues album in history to hit #1 on the Billboard charts. Dan's commitment to Blues music is legendary. He enjoys a deep personal relationship with many of the genre's top stars and the community is grateful that he continues to use his celebrity to promote the music. The weekly program is heard on over 200 stations across the continent, on Armed Services Radio and in several foreign countries.

TheBluesMobile Radio Hour has twice won the Grand Award at the New York Festivals International Radio Broadcasting Awards! Each year they receive thousands of audio entries from across the globe. A handful are given a Gold Award. From the Gold Award winners, these audio professionals select a Grand Award. So we can rightfully say that "Elwood's BluesMobile" is one of the very best radio programs in the world!

TheBluesMobile.com

Most everyone who visits our site is already a huge blues fan, so it's very efficient targeting.

- Page views: + 40,000 per month
- Visits: as high as 19,000 per month
- TheBluesMobile.com Brethren and Soul Sisters currently: 8250+ members

Whether you've got an amazing blues music festival, event, product or service, Elwood's BluesMobile Radio Hour, TheBluesMobile.com and CCRiderBlues.com are your one-stop solution for penetrating the exclusive and desirable Blues music fan base.

C.C. Rider

C.C. Rider is a young woman we call The Venerator. She honors the legends, celebrates the movements, and points to the future. C.C. Rider's radio stories, blogs, and podcasts are featured regularly on TheBluesMobile Radio Show and her website CCRiderBlues.com

C.C. venerates the men and women who originated the genre and singles out the ones who carry the torch today. C.C. uses the power of 21st Century technology to spread the word about Blues Music and focuses on new fans just discovering the Blues.



Ad and Promotion Packages:

The Big Boss Man Package

Our best advertising package includes an on-air mention on the radio hour, prime positioning on TheBluesMobile.com homepage, plus access to TheBluesMobile.com Brethren database.

Package includes

- Radio show mention: “live read” on-air mention on Elwood's BluesMobile Radio Hour
- Website banner: 720x90 banner ad above the Top Navigation
 - ✓ Location: Home Page + All Sub Pages
 - ✓ Frequency: 6 weeks
 - ✓ Ad links to the destination of your choice
- E-mail blast: customized mention in the Brethren Email Blast

Cost: \$800

+ Ad on C.C. Rider Website: \$900

Contests and giveaways can be included.

Additional \$25 per week for a web-only contest; \$75 per week for both radio and web.

The Dynamic Duo Package

Our most popular package, The Dynamic Duo combines the strength of The Radio Hour and the website.

Package includes

- Radio show mention: “live read” on-air mention on Elwood's BluesMobile Radio Hour
- Website banner: 300 x 250 banner ad in Bottom Navigation
 - ✓ Home Page + All Sub Pages
 - ✓ Frequency: 6 weeks
 - ✓ Ad links to the destination of your choice

Cost: \$550

+ Ad on C.C. Rider Website: \$650

Contests and giveaways can be included.

Additional \$25 per week for a web-only contest; \$75 per week for both radio and web.



Whaddaya Got That's Cheap? Package

A web-only chance to reach our audience.

Package includes

- Website banner: 300 x 250 banner in Right Side Column
 - ✓ All Sub-Pages
 - ✓ Frequency: 6 weeks
 - ✓ Ad links to the destination of your choice

Cost: \$300

+ Ad on C.C. Rider Website: \$400

Contests and giveaways can be included.

Additional \$25 per week for a web-only contest.

All contracts must be paid in advance.

Contact:

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