

# Underground Sound

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**RATE CARD**

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**2022**

# WHY WORK WITH US?

## ABOUT

Underground Sound is a niche website connecting listeners, artists and entrepreneurs to music and subcultures around the world.

Since 2017 we publish content that offers our readers international music industry information.

### WORK WITH US

Grow your business with us and take a look at our advertising services.

**[undergroundsound.eu](http://undergroundsound.eu)**

**[info@undergroundsound.eu](mailto:info@undergroundsound.eu)**



**Connect to the Countercurrent**

## DEMOGRAPHICS

Reach a new, unique and dedicated audience

Our users come from the US, UK, Germany and Malta. We also have regular viewership from countries in South America, Africa and Asia. We average 3,000 hits per month.

Users consist of festival and event attendees, musicians, artists and music industry professionals.

### Who do we work with?

- Brands
- Musicians & artists
- Record labels & recording studios
- Industry products
- Festival and event promoters

# ONSITE AD SPACE

Connect to the Countercurrent



## BANNER ADS

### Prime real estate

This is the ad space with the most reach. Users see the ad right as they land on the website or when the scroll to the bottom of the homepage.

100 EUR / month excluding VAT

## SLIDE UP'S

### Better than Pop-up's

Instead of covering the whole screen, slide up ads will appear from the bottom and cover only a part of the screen. Slide up ads are a non-obstructive way to get users' attention.

120 EUR / month excluding VAT

## ADS THROUGHOUT WEBSITE

### Alternative ad real estate

We have multiple ad placement options include sidebars and the center of the homepage. This is a more cost-effective promote your ad.

75 EUR / month excluding VAT

## IN-ARTICLE ADS

Find your ad inside of our most popular articles.

Get your ad seen by thousands when placed in our top-ranking articles. We have many topics to choose from to fit your ad.

90 EUR / month excluding VAT

## ADDITIONAL ADVERTISING SERVICES

### TAKE OVER

Wrap our home page with your branded graphics for a sponsorship-type look that is impossible to miss.

300 EUR / month excluding VAT

**ADVERTISE HERE**

**info@undergroundsound.eu**

### AFFILIATION

If your product aligns with our audience, then we are open to consider affiliate advertising.

**Underground  
Sound**



**CONNECT TO  
THE COUNTERCURRENT**

**undergroundsound.eu**



# SPONSORED ARTICLES

## Includes:

Our sponsored articles are an effective means to reach a niche audience.

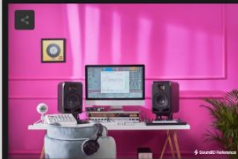
- 600 words
- SEO Friendly
- Backlinks to the advertiser

## Packages Available

€200 ex VAT

### Audio Engineer or Producer – How to Make a Mix Sound Exactly Like Your Headphones on Speakers

by Luc • 2 months ago • 1.9k Views



If you are having trouble calibrating the sound coming out of your headphones and your speakers, look no further.

**SonadD Reference** from Sonarworks solves an age-old problem for sound engineers, producers and anyone working with sound recording, mixing and mastering.

### 8 European Music Conferences in 2022 – Get Back in the Game

by Luc • 4 months ago • 1.3k Views



Attending a music conference is a great way to get back into any industry. Music is no different. What the music industry needs in 2022 is connection.

Some say it's not what you know, but *who* you know.

Meet people and promote your project,

### 6 Must Attend Music Trade Shows in Africa 2022 – Connect to the Continent

by Luc • 10 days ago • 1k Views



Get connected to the African music scene in the fastest way possible by attending trade shows. As we highlighted in our **last article** about music conferences in Europe, sometimes it's not what you know but **who** you know.

### Afro Nation 2022, Portuguese Afrobeats Festival Gets Better & Better

by Luc • 2 months ago • 2.1k Views



Afro Nation festival 2022 released its phase two lineup only a few days ago. What we can say is that hype is at an all time high.

### What is Afro Nation?

Afro Nation is a festival hosting major

### Find Our Top 20 New Music Acts Playing The Great Escape Festival 2022

by Luc • a day ago • 306 Views



The Great Escape Festival can be described in three words: great, new music. It will take place between 11-14 May 2022 in the Southeast England music hub of Brighton.

The organizers have held the event since 2006 and every year a multitude of artists from all

### Post and Find Jobs on Flyness, a New Global Network for Creatives

by Luc • 2 months ago • 1.4k Views

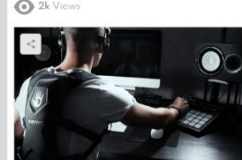


**Flyness** is a website designed to help creative people find work and to help businesses find credible talent.

It brings both talent and employers on the same platform face to face, connecting the dots of past work experiences. With beta version released November 2021, Flyness has a promising outlook for 2022.

### SUBPAC – Unlock the Power of Wearable Bass & Sound Immersion

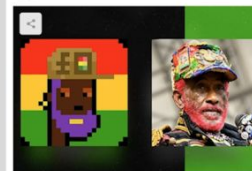
by The Hinky • 2 months ago • 2k Views



Los Angeles-based company SUBPAC has launched the X1, the next generation of powerful and groundbreaking tactile audio systems.

### Why the CryptoRastas NFT Collection by Digitaldubs Is a Big One, Catch Their April 1st Auction

by Luc • 6 days ago • 658 Views



CryptoRastas is an NFT collection featuring pixelated caricatures of prominent reggae artists from around the world.