



HIGHWAY 81 REVISITED

60 THOUSAND DEDICATED FANS HAVE CONSUMED OVER **100 THOUSAND** PAGES OF CONTENT AND THEY ARE HUNGRY FOR MORE.

WHO WE ARE

Highway 81 Revisited is more than a music blog. Founded in Scranton, Pennsylvania, and now based in New York City, H81R is an independently owned and operated website that publishes music news, views and reviews across various musical genres, from Americana to indie and even heavy metal and more obscure underground artists. Our primary regions of interest are New York City, Scranton, Philadelphia and the Lehigh Valley and Poconos regions of Pennsylvania. We are dedicated to presenting the most compelling and interesting content to our readers, whether in the form of exclusive interviews with legendary artists like Alice Cooper, Yoko Ono and Grateful Dead lyricist Robert Hunter (who as a policy, “does not do interviews”) or a profile of a lesser-known artist who makes music worth listening to and reading about.

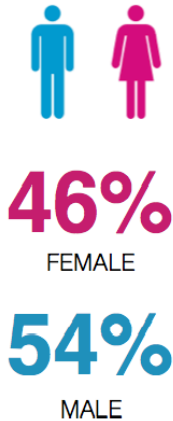
In addition to our interviews, concert reviews and award-winning photography, H81R publishes exclusive multimedia content, including video and audio interviews and exclusive debuts of new songs and music videos from various artists.

While H81R is, obviously, a website, we also exist in the “real world.” We serve as a sponsor of Susquehanna Breakdown, a large-scale festival at an 18,000-seat venue in Northeastern Pennsylvania; at the Breakdown, we hosted a VIP Meet & Greet and conducted exclusive, backstage videotaped interviews. You might have also seen us at events like Briggs Farm Blues Festival, Arts on the Square and various events at venues including the F.M. Kirby Center and the River Street Jazz Cafe. In the winter of 2013, Highway 81 teamed with Scranton Made to release “Snow Tracks,” a digital compilation of songs by artists in our coverage area.

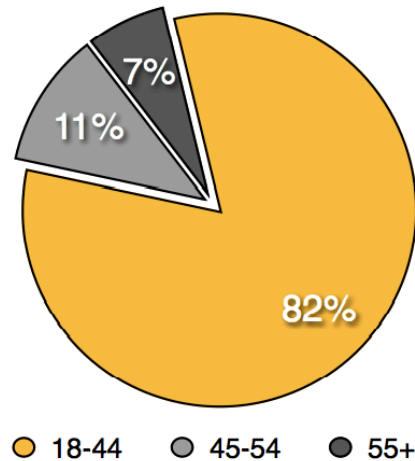
If you’d like to share news about you or your client’s music, talk about placing a cost-effective advertisement or propose a sponsorship partnership, we would love to hear from you.

WHY OUR AUDIENCE MATTERS

DUAL AUDIENCE



AGE GROUPS



ENGAGEMENT

Our visitors have spent nearly **500 total hours** streaming music and videos, catching up on the latest news and sharing our stories across their own personal networks.

“

Free of creative restraints that they feel come with being tied to papers or radio and television stations, Highway 81 Revisited has become a fresh source for news, interviews, reviews, photos of indie rock groups, Americana acts, jam bands, singer/songwriters, and even hard rock and heavy metal brands, talking to artists as varied as Geoff Tate of Queensryche, Alice Cooper, Yoko Ono, Clap Your Hands Say Yeah, The Allman Brothers Band, and Grace Potter.

”

The Weekender, December 2013

NEW AGE. WE FEED THE HUNGER FOR MUSIC CONTENT

Great content feeds the hunger. With over 1,000 unique stories spreading across news, views and reviews, we're filling a need for music content in the market.

BY THE NUMBERS:

SIX-THOUSAND } Monthly Users

14-THOUSAND } Monthly Page views

87 PERCENT } Return for more content

LET US KNOW WHAT YOU'RE UP TO, AND WE WILL HELP YOU SHARE IT WITH THE WORLD.

LEADER BOARD - \$200/MONTH

DESKTOP	-	728 px x 90 px
TABELT	-	468 px x 60 px
MOBILE	-	300 px x 250px

40k max size. GIFs must be static. JPG must be non-progressive. Must supply click through link.

SKYSCRAPER - \$150/MONTH

DESKTOP	-	160 px x 600 px
TABELT	-	300 px x 250 px
MOBILE	-	300 px x 250px

40k max size. GIFs must be static. JPG must be non-progressive. Must supply click through link.

SIDEBAR - \$100/MONTH

DESKTOP	-	300 px x 250 px
TABELT	-	300 px x 250 px
MOBILE	-	300 px x 250px

40k max size. GIFs must be static. JPG must be non-progressive. Must supply click through link.

AD EXAMPLES



SKYSCRAPER

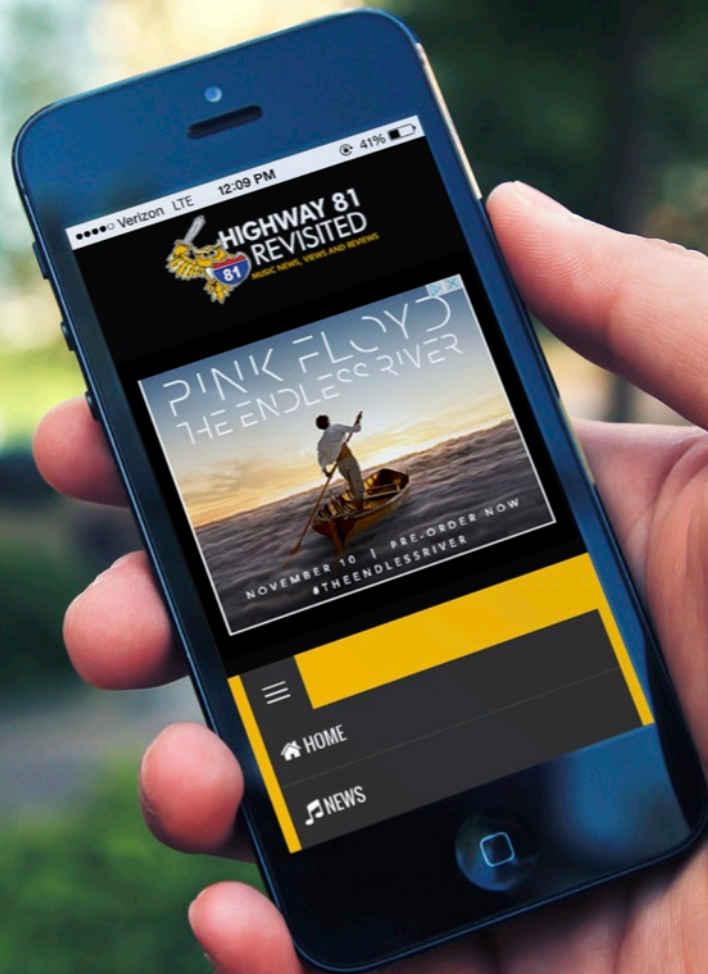
THE FACES *of the blues* **III**
AND VOICES October 4th & 5th

THE FACES *of the blues* **III**
AND VOICES October 4th & 5th

THE FACES
AND VOICES
of the blues **III**

October 4th & 5th

LEADER BOARD/SIDEBAR



JOIN THE MOVEMENT





HIGHWAY 81 REVISITED

**WHERE MUSIC LOVERS COME TO
DISCOVER, LEARN AND SHARE.**

WWW.HIGHWAY81REVISITED.COM