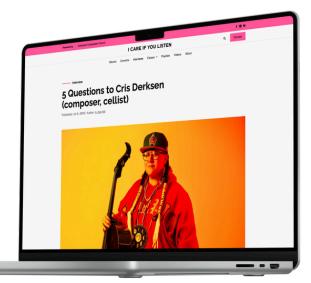


## I CARE IF YOU LISTEN

is an award-winning multimedia hub for living music creators. Founded in December 2010 by Thomas Deneuville, ICIYL was born from a desire to create a dedicated space for talking about contemporary classical music. After years of operating as a volunteer blog, ICIYL became an editorially-independent program of American Composers Forum in September 2020. Now a leading source of new music news in the United States, the publication offers a unique blend of music criticism, promotional features, and multimedia content and strives to be a leading advocate for artists who have been historically marginalized in Western classical music.

As of July 2025, I CARE IF YOU LISTEN has published over 3,000 articles by more than 200 contributors around the world. Our social media totals 90,000 followers, and presenters, record labels, and educational institutions are leveraging our dedicated audience to promote their projects.



# **OUR ADVERTISERS**





















## Attend 6% 10+ Concerts Curious a year Listeners Composers/Music Creators Buy 10+ Albums a year Performers

# **OUR READERS**

30% are age 25-34 18% are age 18-24 37% are age 55+

Music Lovers, Green Living Enthusiasts, Book Lovers, Frequently Attend Live Events, Coffee Shop Regulars, Travel Buffs, Avid Political News Readers

#### SOCIAL MEDIA

(O

6,679



10,316



361

#### TOP COUNTRIES

- 1. United States
- 2. United Kingdom
- 3. China
- 4. Canada
- 5. Germany
- 6. Australia

## TRAFFIC

# 105,120 users in the past 12 months for 175,905 pageviews

Average of 14,650 single pageviews per month

#### FILE FORMATS

## ADVERTISE



#### We accept:

- JPEG
- PNG
- GIF

File size: 100 Kb or smaller

#### NOTE

We will not accept ads that mimic our content or layout.

We also accept remarketing/retargeting tags.

#### Animation length and speed:

Animation length must be 30 seconds or shorter Animations can be looped, but the animations must stop after 30 seconds Animated GIF ads must be 5 fps or slower



#### For Angel Bat Dawid, Music is Community, Protection, and Staying True to Herself

Published: Mar 19, 2025 | Author: Christine S. Escoba



"An angel land necessarily a mythical being: it's someone which bringing a message, and that's a big part of my artistry," <u>Angel little Classid</u> explains in our recent retention. As a multiflacted artist, who believes her message can center and address Black people while helping unify audiences to better understand ociosity. "That's ready where it mail right now within partism and the way listy. Without response, it is specifically filted people, but approved cap join."

David is a Black American composer, improviser, districtet, planist, vocalist, educator, and DJ who performs with <u>from Bir David S. 1144.890(11.44500)</u> and Darson Locks' <u>Black Monument Ensemble</u> and leads the all-woman ensemble <u>Status of the Nation. She also teaches children from intends to teams, mentors young adults, and hosts a <u>monthly show on manific on NTS Radio</u>.</u>

Her enthusiasm is evident as she details just a few of her recent projects to me. On a recent February bour she taught and performed in cities in France, taky, and Spain, and last month, she was named a 2005 <u>United States Artists Fallo</u> an award she calls "life-changing." The grant provides \$50,000 in unrestricted funding to American artists in 10 disciplines who "Joun boundaries across disciplines, identifies, and definitions."



Dead considers her addice practice to be part of the Teneage of Great Black Maskin established by the ALELL which, a shows her to dothe into multiple forms of musical expression. "I call it Great Black Maskin, meaning in a Black person, as whatever music comes out of min is great, charly "That music is genre-less. I can write for a 150-pace contents, and I can also direct a crosel of people who are not musicians at all and get yits sounding ble an oratoric chrons because I howe scontaneous commodition and involvedation."

Her interest in music and becoming a multi-instrumentalist began early. A tamily trip to the movie theater to see Amade provided the spark. "There's a scene in there where little young Mozart is playing the piano. It thought wow, I want to pize piano one day. Then he gets up and he starts playing the violin. I was like: "Oh my gooh, that's what I want, to pize more than one instrument."

Daied's family moved to Kanya when the was 7-years old, and music education offerings were limited there. But when help returned to the U.S. four years later, the started plane lessons, is sinkly rades, the aimed to join the school conclusts, but when the learned that the violan section was filled, the was sent to the band room. "Mr. Jamms, the band director, handed me a cluinfut, and I was disappointed," whe recalls. "The whole reason why I was drawn to music is I wasted to barbed. Only



Ingel Bat Dawid — Photo by Joachim Bertand

Growing up in the era before YouTube, she visited the library looking for clarinet music, but nothing spoke to her your sensibilities. "The only music I saw is from this corry, white, dude (Benny Goodman), and I'm like 12. I'm trying to be

300 x 250



AACM Angel Bat Dawid
Angel Bat Dawid & THA
BROTHAHOOD
Black Monument Ensemble

Damon Locks
Sistazz of the Nitty Gritty

United States Artists Fellowshi

300 x 600

300 x 250

## WEB ADS

Our responsive site offers 4 rotating web zones:



#### **Top Medium Rectangle (300x250)**

Visible on homepage & articles

#### Half Page (300x600)

Visible on articles

#### **Bottom Medium Rectangle (300x250)**

Visible on articles



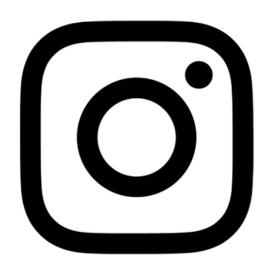
# **WEB ADS**

## RATE SHEET

	7 days	14 days	21 days	30 days
Leaderboard (728x90)	\$222	\$409	\$564	\$731
Top Medium Rectangle (300x250)	\$102	\$189	\$259	\$336
Half Page (300x600)	\$146	\$270	\$371	\$482
Bottom Medium Rectangle (300x250)	\$61	\$113	\$156	\$202

Each rotating slot accommodates up to four ads at a time

# SOCIAL MEDIA



Extend the reach of your campaign through a paid partnership in our Instagram stories! With nearly **7,000** dedicated followers, our Instagram community consistently produces the highest engagement of all our social media channels.

A paid partnership with I CARE IF YOU LISTEN on Instagram offers the option to promote your projects across multiple stories at an affordable price. Ads are visible on Stories for 24 hours, then saved to our Promos highlight.

Single Instagram story (1080x1920): \$50

Build a multi-story campaign: \$25 per additional slide

## EMAIL ADS



Launched in April 2023, I CARE IF YOU LISTEN's weekly newsletter is a round-up of new content that goes out to over 800 highly engaged subscribers. Target your campaign to our most dedicated readers with a banner advertisement in our newsletter, published Friday mornings.

**Top Banner** 

\$100

Size: 620x77

Mid-Letter Banner NEW

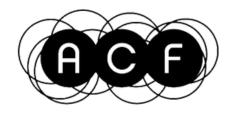


\$80

Size: 620x77

58% open rate 4% click rate

## **EMAIL ADS**



Connect with the entire American Composers Forum community with a banner advertisement in ACF's newsletter, published the first Tuesday of every month. ACF's newsletter list has 9,200 subscribers.

**Top Banner** 

\$225

Size: 620x77

Mid-Letter Banner NEW

\$185

Size: 620x77

One-time direct mailing

\$350



53% open rate 2% click rate



# SEASON PACKAGES

## **Full-Season Package**

For organizations promoting 9+ season events

**Starts at \$8,600** 

## Half-Season Package

For organizations promoting 5-8 season events

**Starts at \$5,250** 

## **Series Package**

For organizations promoting 3-4 season events

**Starts at \$3,145** 

Take advantage of **bulk discount pricing**, **priority placement**, and **first-choice scheduling** by committing to a full- or partial-season package.

Our custom packages are ideal for organizations seeking to promote three or more events during the concert season.

All packages include newsletter ads, leaderboard and half page web ads, and social media promotions.



## **EVENT PACKAGES**

Not ready to commit to a full season?

Choose from one of our smaller packages for your one-time events, courses, album releases, FYC campaigns, and more.

### **30-Day Package**

Recommended for FYC Campaigns, Album Rollouts, and Online Courses

- 30-day Leaderboard ad
- 14-day Top Medium Rectangle ad
- 14-day Bottom Medium Rectangle ad
- 1 ICIYL newsletter ad
- 1 ACF newsletter ad
- 4 social media promotions

## 14-Day Package

Recommended for Festival Ticket Sales and Conference Reservations

- 14-day Leaderboard ad
- 14-day Top Medium Rectangle ad
- 2 ICIYL newsletter ads
- 3 social media promotions

\$908

## 7-Day Package

Recommended for One-Time Events, Announcements, Application Due Reminders

- 7-day Leaderboard ad
- 7-day Top Medium Rectangle ad
- 1 ICIYL newsletter ad
- 2 social media promotions

\$509

\$1,448

# Ready to start?

Do you have a question?

Do you you have specific dates for a campaign?

Let's talk!

advertising@icareifyoulisten.com

