

Artist and Label Packages

Bluegrass Today® is visited annually by 1.7 million core bluegrass movers and shakers, including artists, fans and DJ's. The following packages were designed specifically to help you get your music to those readers, as well as the DJ's who report to our weekly Radio Survey and influence the Bluegrass Today® Charts.

1.7 Million Viewers Annually



| | SILVER | GOLD | PLATINUM | DIAMOND |
|--|---------|----------|-----------|-----------|
| | \$499 | \$699 | \$999 | \$1,499 |
| ROS Impressions | 30K | 50K | 75K | 100K |
| 450x375 | ✓ | ✓ | ✓ | ✓ |
| 450x900 | ✓ | ✓ | ✓ | ✓ |
| 916x113 | ✓ | ✓ | ✓ | ✓ |
| 450x113 Top Right Unlimited Impressions Over 30 day period | | | | ✓ |
| BUZZ Newsletter 20k Subscribers | | 5 Issues | 10 Issues | 20 Issues |
| DJ Survey | 1 Month | 1 Month | 2 Months | 2 Months |
| Banner Design | | | 3 banners | 4 banners |

Want to reach an even larger audience? Check out these options!

Bluegrass Radio - Into The Blue® w/Terry Herd - [Rate Card](#)

Bluegrass Today® Social Media - [Rate Card](#)

- Add an extra month in the DJ survey for \$200
- Add an extra week in the Daily Bluegrass Buzz for \$300 (not sold separately, limited to available space)

Advertising Department • (615) 410-4905 ext #2 • P.O. Box 125 • Brentwood, TN 37024 • advertising@bluegrasstoday.com

2026 ARTISTS & LABELS • 615.410.4905 ext 2

Marketing Event Packages

Bluegrass Today® is visited annually by 1.7 million core bluegrass movers and shakers, including artists, fans and music lovers worldwide. The following options are designed exclusively to help target your message to those who matter most to you. Marketing in Bluegrass Today® is an investment in your success and we're here to help you succeed every step along the way.

1.7 Million Viewers Annually



| | SILVER | GOLD | PLATINUM | PLATINUM FEATURE | DIAMOND | DIAMOND FEATURE |
|---|--------|----------|-----------|------------------|-----------|-----------------|
| | \$499 | \$699 | \$999 | \$1,299 | \$1,499 | \$1,699 |
| ROS Impressions | 50K | 75K | 100K | 100K | 125K | 125K |
| 450x375 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 450x900 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 916x113 | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| 450x113 Top Right <i>Unlimited Impressions Over 30 day period</i> | | | | | ✓ | ✓ |
| 200 Word Feature Article in BT Events <i>Qualifying Events Only</i> | | | | ✓ | | ✓ |
| BUZZ Newsletter 20k Subscribers | | 5 Issues | 10 Issues | 10 Issues | 20 Issues | 20 Issues |
| Banner Design | | | 3 banners | 3 banners | 4 banners | 4 banners |

Want to reach an even larger audience? Check out these options!

Bluegrass Radio - Into The Blue® w/Terry Herd - [Rate Card](#)

Bluegrass Today® Social Media - [Rate Card](#)

- List your event FREE in our Directory or let us do it for you for \$100
- Add an extra week in the Daily Bluegrass Buzz for \$300
(not sold separately, limited to available space)

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Social Media Packages

Bluegrass Today® is visited annually by 1.7 million core bluegrass movers and shakers, including artists, fans and DJ's. Moreover, our social media platforms feature a reach of more than a million dedicated social media users.

Take 25% off these packages when purchased at the same time with one of our artist or event packages.

1+ Million



Social Reach

| | SILVER | GOLD | PLATINUM | DIAMOND |
|---|--------|-------|----------|---------|
| | \$499 | \$699 | \$999 | \$1,499 |
| Sponsored Posts 1 Each on Facebook, Instagram & "X" (Twitter) | 3 | 6 | 12 | 24 |
| 30 Day Flight | ✓ | ✓ | ✓ | ✓ X 2 |
| Targeted & Boosted | | ✓ | ✓ | ✓ |
| Boosted X 2 New Post Each Week | | | ✓ | ✓ |
| 60 Day Flight Boosted X 3 Every Single Post Is boosted for exceptional awareness | | | | ✓ |

Want to reach an even larger audience? Check out these options!

Artist Promo Packages - [Rate Card](#)

Event Promo Packages - [Rate Card](#)

Bluegrass Radio - Into The Blue® w/Terry Herd - [Rate Card](#)

Bluegrass Today® Social Media - [Rate Card](#)

Network Radio Advertising

PACKAGES

Now in our 32nd year, *Into The Blue*® is the largest and longest running bluegrass radio program in the nation. Now over 100 affiliated stations nationwide! (Limited to inventory availability.)



Host & Founder
Terry Herd

Into The Blue

- Founded in 1992 and hosted by 4 Time *IBMA Broadcaster of the Year*, *Bluegrass Today* CEO and Grammy® winning songwriter Terry Herd.
- Broadcast weekly on over 100 terrestrial radio stations nationwide, *Into The Blue*® is the largest and longest running bluegrass radio syndication in the world. [See broadcast affiliates here.](#)
- For more than 3 decades, *Into The Blue*® has been the go to program for demanding fans, artists and radio stations across the country. Moreover, it is the only bluegrass radio program on Nashville's famed Grand Ole Opry station WSM AM650 where you can listen in every Sunday at 9PM/CT.

Diamond Bluegrass Radio

- **3 - :30 SPOTS FOR 4 WEEKS (12 TOTAL SPOTS)**
Includes 1 - :30 spot during hours #1, #2 and #3 on **INTO THE BLUE**® (three total per show) for 4 consecutive weeks on all affiliated station of the *Bluegrass Radio Network*.
- **RADIO SPOT PRODUCTION (NOT INCLUDED)**
Ask for rates

\$1,499

Limited to space available, please contact us to reserve your space.

Sapphire Bluegrass Radio

- **6 - :30 SPOTS FOR 4 WEEKS (24 TOTAL SPOTS)**
Includes 2 - :30 spots during hours #1, #2 and #3 on **INTO THE BLUE**® (six total per show) for 4 consecutive weeks on all affiliated station of the *Bluegrass Radio Network*. Optionally, 24 spots can be aired over an 8 week period (3 per show)
- **RADIO SPOT PRODUCTION (NOT INCLUDED)**
Ask for rates

\$2,999

Limited to space available, please contact us to reserve your space.

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