

Advertising on Dangerdog Music Reviews

Why Advertise on Dangerdog Music Reviews?

Dangerdog Music Reviews has a significant, ever increasing, presence on the Internet, landing high in Google SERP results. This offers excellent visibility to artists, labels, and public relation agents across the globe:

- Visits to DMR have increased over 75% in 2011 over 2010.
- **Dangerdogs averages better than 550 visitors/day; we expect have better than 200,000 in 2011.**
- **The main/home page averages nearly 250 visits/day.**
- Artist reviews often appear in the top ten of a Google SERP in the first two weeks after the review.
- Contact us for Google Analytics reports:
craig@dangerdog.com



Ad Placement on Dangerdog Music Reviews

Dangerdog currently offers advertising on our **home/main page** (index.php) as well as **individual artist review pages**. Other advertising options available on other pages. Please contact us for details.

- Accepting ads on the home page (index.php) and individual artist review page.
- Ad placement on index.php subject to availability, on a first come first serve basis.
- Page views on individual reviews, of course, is fluid based on interest in the artist.
- **Accepting gifs, animated gifs, and simple jpg.**
- **Rates are a flat fees for 30 days, 60 days, or lifetime rates, in US dollars, paid via PayPal, in advance of placement.**
- **Fees are non-refundable.**
- Ad placement location may be viewed on the attached pages.
- Rates effective 12/15/2011 and are subject to change.
- Dangerdog Music Reviews does not guarantee 'impressions,' 'page views' or **sales** from any ad banner placed on the site.
- Not responsible for typographical errors in your ad.
- Google Page View reports available for main/home page.

Contact Dangerdog Music Reviews to Advertise

For more information or to start a banner ad campaign, contact Craig Hartranft at craig@dangerdog.com

Advertising Rates (effective 12/15/2011)

Home/Main Page ([index.php](#)) Page Views: averaging 243/day through 11/30//11

| Space | 30 day rate | 60 day rate | Site Wide: 30 day rate ¹ | Site Wide: 60 day rate ¹ |
|-------------------|-------------|-------------|-------------------------------------|-------------------------------------|
| Left Col 1 | \$50.00 | \$90.00 | \$100.00 | \$175.00 |
| Left Col 2 | \$40.00 | \$75.00 | N/A | N/A |
| Left Col Bottom: | \$10.00 | \$15.00 | N/A | N/A |
| Center Col 1 | \$50.00 | \$90.00 | N/A | N/A |
| Center Col 2 | \$50.00 | \$90.00 | N/A | N/A |
| Center Col 3 | \$40.00 | \$75.00 | N/A | N/A |
| Center Col Bottom | \$15.00 | \$25.00 | N/A | N/A |
| Right Col 1 | \$50.00 | \$90.00 | N/A | N/A |
| Right Col 2 | \$40.00 | \$75.00 | \$80.00 | \$150.00 |
| Right Col Bottom | \$15.00 | \$20.00 | N/A | N/A |

Individual Artist Review Page (example: [artist-album-title-review.php](#))

| Space | 30 day rate | 60 day rate | Lifetime Rate ² |
|----------------------------------|-------------|-------------|----------------------------|
| Center Col 1 | \$20.00 | \$35.00 | \$200.00 |
| Center Col 2 | \$20.00 | \$35.00 | \$200.00 |
| Both placements: \$375.00 | | | |

We recommend that, at the very least, you place your ad banner in Center Col 2 position, and update on a regular basis.

¹ Site Wide Ads 30/60 days:

Ads place in these locations will be included on nearly 75% of Dangerdog pages including all individual artist review pages from 2008 through 2011.

Note: *Location for Right Column 2 will be above the Find A Review block.*

² Lifetime Rate: Great for Independent unsigned Artists (and Labels)

Your ad will stay on Dangerdog Music Reviews until we drop dead, cancel operations , or you cancel your ad. Link your ad to where visitors can buy your album, or simply to your web site, Facebook or MySpace account; wherever you want. Change the graphic or link at any time. Whenever people visit your review your ad will always be there! **This also includes a new banner for every future release reviewed on Dangerdog Music Reviews.**

Home/Main Page (index.php)

| | | |
|--|---|---|
| Dangerdog Banner | | |
| Ad Banner Here Left Column 1 220 x 125 px | Ad Banner Here Center Column 1 458 x 59 px | Ad Banner Here Right Column 1 220 x 125 px |
| | Ad Banner Here Center Column 2 458 x 59 px | |
| | | |
| | Ad Banner Here Center Column 3 458 x 59 px | |
| Ad Banner Here Left Column 2 220 x 125 px | | Ad Banner Here Right Column 2 220 x 125 px |
| | | |
| | | |

Home/Main Page (index.php)

DANGERDOG MUSIC REVIEWS

MELODIC HARD ROCK & HEAVY METAL : PROGRESSIVE ROCK & METAL : AOR : MODERN/ALT ROCK & METAL

Left 1: 220 x 125 px

Center 1: 458 x 59 px

Right 1: 220 x 125 px

RECENT REVIEWS

03.28.11

- Gange Main Machine: Ready for the Show
- Within Temptation: The Unforgiving
- Thinning the Herd: Ocean's Rise
- Syrens Call: Raging Waters
- Billion Dollar Babies: One for Diamonds
- Sons of Seasons: Magrhythncon
- Eden's Curse: Trinity
- Ragdolls: Dead Girls Don't Say No

03.21.11

- Park, Daniel: Search and Rescue
- Gazpacho: Missa Atropos
- Backdraft: This Heaven Goes to Eleven
- Kingdom Come: Rendered Waters
- Robertson, Brian: Diamonds and Dirt
- Amon Amarth: Surtur Rising
- Tangent Plane: Project Elmi
- Fireforce: March On
- Odd Dimension: Symmetrical
- PepperDome: Chaos Point (EP)
- Corsair: Ghosts of Proxima Centauri (EP)
- Poor Genetic Material: Island Noises

Left 2: 220 x 125 px

03.14.11

- Whitesnake: Forevermore
- Sacred Dawn: A Madness Within
- Malison Rouge: Malison Rouge
- My Inner Burning: Eleven Scars
- Dolma: Sleep Paralysis
- Bloodbound: Unholy Cross
- Stuckey, Joey: The Shadow Sound
- Wolfe Gang: Read the Fine Print
- No Gravity: Worlds in Collision
- Mindflow: With Bare Hands
- Divinefire: Eye of the Storm
- Power Quest: Blood Alliance

03.07.11

- Factory of Dreams: Melobronal
- Rudra: Brahmanya Immortal I
- Lazarus A.D.: Black Rivers Flow
- Borenbly: Death & Legacy

04.04.11 NEW MUSIC REVIEWS



Taletellers: Radicalizer
Melodic Heavy Metal
4.5/5.0

Radicalizer is the second full-length effort from Germany's Taletellers. Formed in 2005 by Alan Costa and Stefan Kuhn, the band has suffered personnel ... [Read More]



The New Black: II Better in Black
(Melodic) Hard Rock/Heavy Metal
3.75/5.0

Germany's The New Black scored some major kudos and recognition with their 2009 debut. After countless festivals and an immense amount of touring, THB has ... [Read More]



Xerath: II
Progressive Thrash Metal
4.0/5.0

Few audio escapades this year will prove as richly rewarding as Xerath's II, a harsh collection of incinerating tunes buffered with lush orchestral segues ... [Read More]

■ TOP ■ MORE MUSIC REVIEWS ■ BLOG ■ NEWS ■ FEEDBACK

Center 3: 458 x 59 px



Shaman: Origins
Heavy/Power Metal
4.0/5.0

After a four year absence from the studio, Brad's Shaman returns with their fourth album, Origins. To their good fortune, the band, led by former Angra ... [Read More]



Cyntesis: DeEvolution
Progressive Rock/Metal
4.0/5.0

Cyntesis' DeEvolution is the new project from Zero Hour founders (and twin brothers) Jason and Troy Tipton, and marks the return to collaboration with ... [Read More]



Mattsson, Lars Eric: Aurora Borealis
Instrumental Neo-Classical Guitar
4.0/5.0

Lars Eric Mattsson, the founder and chief of Lion Music, is also an exceptional guitarist and composer. After the massive and excellent progressive rock/metal delight ... [Read More]

■ TOP ■ MORE MUSIC REVIEWS ■ BLOG ■ NEWS ■ FEEDBACK



Aura: Deliverance
Progressive Rock
5.0/5.0

When I think of rock or metal from Italy, I have some

ALBUM OF THE WEEK



Within Temptation vocalist Sharon den Adel once described their music as as epic and cinematic. Considering the origins, those words describe Within Temptation's ... [Read More]

FIND A REVIEW

Alphabetical Index:

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z #

Right 2: 220 x 125 px

IT'S ONLY ROCK N ROLL

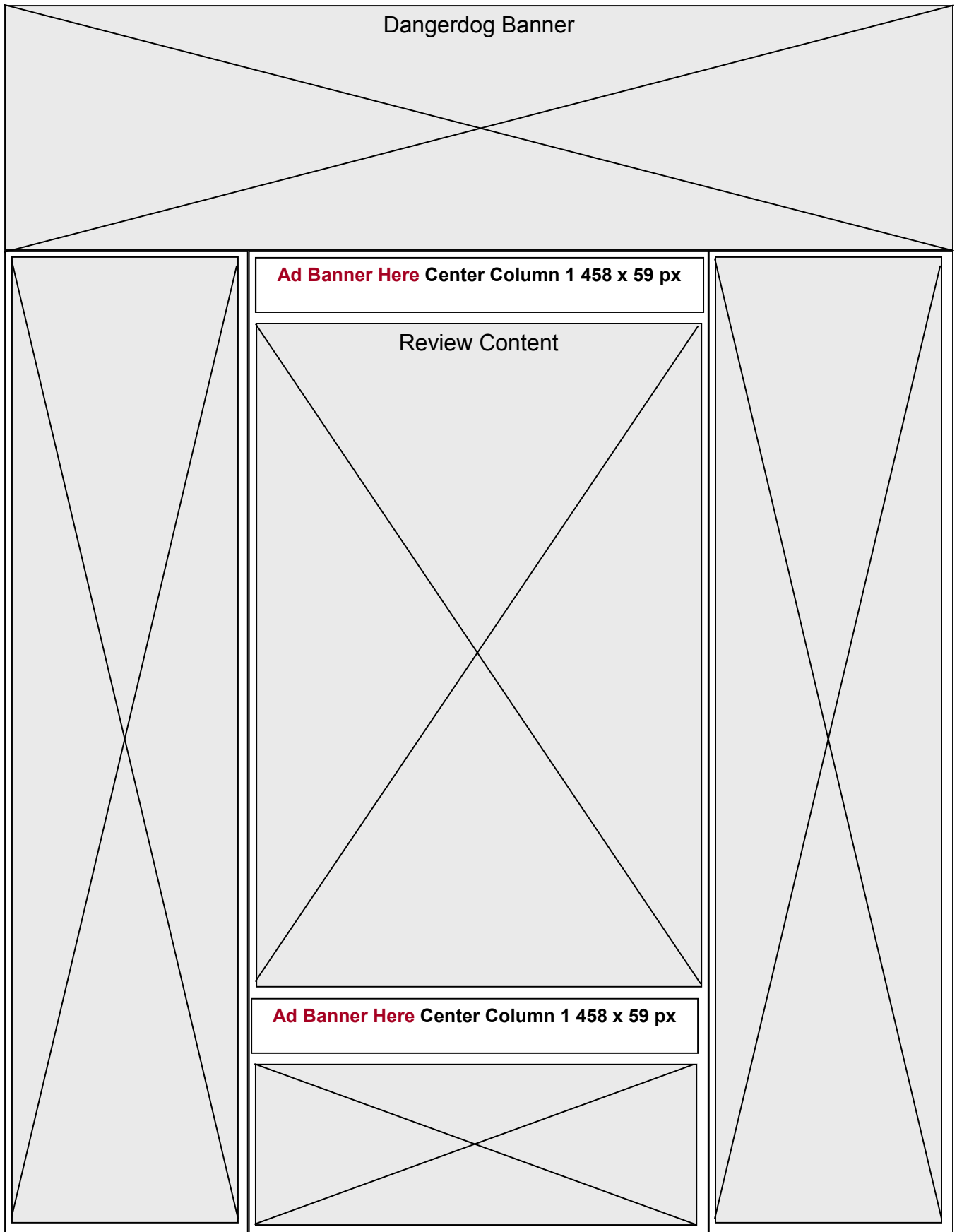
I'm sick to death of people saying we've made 11 albums that sound exactly the same, in fact, we've made 12 albums that sound exactly the same.

Angus Young (AC/DC)

We want to be the band that if we moved in next door to you, your town would die.

Lemmy Kilminster

Individual Artist Review Page (artist-album-title.php)



Individual Artist Review Page (artist-album-title-review.php)

DANGERDOG MUSIC REVIEWS

MELODIC HARD ROCK & HEAVY METAL : PROGRESSIVE ROCK & METAL : AOR : MODERN/ALT ROCK & METAL

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- [Billion Dollar Babies: Die for Diamonds](#)
- [Sons of Seasons: Magnisphyricon](#)
- [Eden's Curse: Tandy](#)
- [Ragdoll: Dead Girls Don't Slay No.](#)

03.21.11

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- [Dazbach: Missa Atropos](#)
- [Backdraft: This Heaven Goes to Eleven](#)
- [Kingdom Come: Rendered Waters](#)
- [Robertson, Brian: Diamonds and Dirt](#)
- [Amon Amarth: Surtur Rising](#)
- [Tangent Plane: Project Elimi](#)
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- [Odi Dimension: Symmetrical](#)
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- [Bloodbound: Unholy Cross](#)
- [Stuckey, Joey: The Shadow Sound](#)
- [White Gang: Read the Fine Print](#)
- [No Gravity: Worlds in Collision](#)
- [Mindflow: With Bare Hands](#)
- [Dhinefne: Eye of the Storm](#)
- [Power Quest: Blood Alliance](#)

Center 1: 458 x 59 px

TOOLS OF CREATION ADVENTURES IN CHAOS



Tools of Creation Adventures in Chaos
(Melodic) Heavy Rock
3.5.5.0

Unsigned/Self-promotion

[Website](#) [Facebook](#) [Twitter](#) [MySpace](#)

by Craig Hartant, 04.11.2011

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Canada's Tools of Creation (TOC) has a strong foothold in history. Their long awaited debut recording, *Adventures in Chaos*, burns the candle of great heavy, but melodic, rock that enriched the mid-Seventies to early Eighties, and still influences of many bands to this day. Principals Ben Dimaria (v.g.), Chris Rock (b.), and Stewart Scharf form a power trio persuaded by music from The Beatles to The Doors, Led Zeppelin and Black Sabbath to Stevie Ray Vaughn and Zak Wylde. In one sense, *Adventures in Chaos* is loud, in your face, heavy rock, yet with a strong sense of melody. In another sense, it's warp back in time: there's nothing modern about Tools of Creation.

You'll hear the heaviness and lack of conformity from the start on *Too Much Isn't Enough*, a thick barn burning number. *Crash Course* and *Crossroads* also visit this theme as TOC grinds out the chords and their presence with thunder. Yet, while offering blistering rock, TOC can be persuasive without being overly heavy handed: *Bridge Too Far*, *17*, the clever *Wicked Things I Know*, and the gutsy *Bullets for Breakfast* turn on more friendly hooks. Frankly, these are tracks that find TOC at their best. The production is a little rugged and foggy. However, for a totally Df' project, it sounds pretty good.

Unfortunately, unless you grow up with this sound or have a sense of rock history, *Adventures in Chaos* hasn't much viability, or chance for recognition, in the present 'hardcore' age. It's a shame really, and it's not TOC's fault. They're just doing what they love. I'm afraid, except for family, friends and fans, it will likely fall on deaf ears.

Center 2: 458 x 59 px

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IN SHORT

In one sense, *Adventures in Chaos* is loud, in your face, heavy rock, yet with a strong sense of melody. In another sense, it's warp back in time: there's nothing modern about Tools of Creation.

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SEARCH

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Angus Young (AC/DC)

We want to be the band that if we moved in next door to you, your lawn would die.

Lemmy Kilmister

If you don't know the blues...

there's no point in picking up the guitar and playing rock and roll or