

# BEATS TO RAP ON

## Media Kit 2025

We get your brand directly in front of the right customers.  
Unparalleled access. No guesswork.





# INTRO

BeatsToRapOn is a fast-growing artist and creator platform across Hip-Hop, Rap, Trap, Afrobeats, R&B, and Reggae.

Artists, producers, and DJs come to work—splitting stems, mastering tracks, building releases—so your brand shows up at the moment of creation, not passive scrolling.

This deck shows how partners use our high-intent traffic, AI tools (AI Reel Maker, AI Stem Splitter, AI Mastering), creator network, and events to drive qualified reach, product trials, and measurable sales across the scenes that move the culture.





# WHY

## Partner

**We get your brand directly in front of the right customers.**

**Unparalleled access.  
No guesswork.**

### Unrivaled Culture Velocity

The fastest-growing ecosystem in Hip-Hop, Rap, Trap, Afrobeat, R&B, and Reggae—where new sounds break first and creators gather daily.

### Direct Access to High-Intent Audience

Artists, producers, DJs, and trendsetters who come to make, share, and discover—an audience primed for action, not just impressions.

### Multi-Platform + In-Product Reach

Web, social, email, podcast, and events—plus native placements inside our AI tools (AI Reel Maker, AI Stem Splitter, AI Mastering) where creation and conversion happen.

### Exclusive Content & Storytelling

Co-created reels and challenges, artist spotlights, editorial features, and tutorials—with brand-integrated overlays, templates, and CTAs.

### Strategic, Performance Partnerships

Outcome-driven programs aligned to your goals—content → creation → share → conversion—backed by real-time analytics, A/B testing, and measurable lift.



# WHERE ARTISTS WORK, NOT SCROLL.

Mostly earned reach (Direct 34% • Organic Search 28% • Organic Social 28%).

**318K+**  
PAGE VIEWS

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**96K+ GA4 Users**  
UNIQUE CREATORS (last 8m)

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**165K+**  
SESSIONS

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**62%**  
ENGAGED SESSIONS

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**7K+ REGISTERED**  
ARTISTS & CREATORS

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**14K+ / month**  
AI TOOLS USED (avg, last 90 days)

**BTRO**

Launched in February 2025



# Premium (high-intent, most-viewed) — Inventory

All buys where possible include UTMs/unique codes + post-campaign report (impressions, CTR, clicks/redemptions).

Placement	What the brand gets	Flight options	Specs (example)
Top Navigation Sponsor (artist/creator area)	Persistent “Powered by [Brand]” chip/link in logged-in creator nav (site-wide); optional dropdown deep link	Weekly / Monthly	Logo SVG/PNG + short label
Upload Track Page Takeover	Branding module on upload/processing + success-state CTA (“Get the sound with [Brand]”)	Weekly / Monthly	970×250 (desktop), 320×100 (mobile), copy ≤90 chars
Artist/Producer Dashboard Sponsor	“Presented by [Brand]” card at top + small header badge; optional “tips” tile	Weekly / Monthly	600×300 card + logo/text
Homepage Takeover (HPTO)	24-hour roadblock of homepage ad slots (100% SOV)	Daily	970×250, 300×250/300×600, 320×100
Announcement Bar (site-wide)	Sticky top/bottom bar with offer/code across all pages	7 days	1 line text + link
All-Tools Banner (native, above all tools)	Prominent placement above AI Mastering, Stem Splitter, BPM/Key, etc.	7 days	970×250 + native copy
Platform DM Blast (in-app message)	Admin-wrapped message to all active users (instant reach)	Per blast	Title + 1–2 lines + CTA



# Classic (always-on) — Inventory

Placement	What the brand gets	Flight options	Specs (example)
Single-Tool Banner (per tool)	Above one tool only (e.g., AI Mastering)	7 days	970×250 + native copy
Music Search — Top Banner	Banner at top of main music search results	Weekly impression blocks	970×250 / 300×250
Leaderboards — Global (monthly)	Banner on main monthly leaderboard	Weekly impression blocks	970×250 / 300×250
Leaderboards — Genre	Banners on genre-specific leaderboards	Weekly impression blocks	970×250 / 300×250
Homepage Below-the-Fold	Standard display unit on home, below the hero	7 days	970×250 / 300×250
Run-of-Site Display (ROS)	Standard display across site (non-guaranteed positions)	100k-imp blocks	IAB units (300×250, 300×600, 970×250, 320×100)
Weekly Newsletter Feature	Primary in-newsletter placement with logo, copy, CTA	Per issue	Image 1200×600 + ~60–90 words
Dedicated Email Blast (Solus)	One sponsor/subject; optional resend to non-openers	Per send	HTML creative or copy/assets
Sponsored Blog Article	Branded/educational post; includes social + 1× newsletter call-out	Per post	1,000–1,800 words, 2–3 images
Guest Post + Home Feature	Guest article with homepage feature card for 7 days	Per post	As above
Sponsored Reel/Short Overlay Template	Co-branded Reel template inside AI Reel Maker + social usage rights	Per template	1080×1920 assets + logo/CTA
Podcast Ad Insert	Host-read or pre-produced ad; show notes link	Per episode / CPM	30–60s
Custom Landing Page (co-branded)	Conversion page for partner offer; we build & host	One-off	Hero image, copy, form/CTA
Promotions Marketplace — Category Sponsor	Banner + “featured” frames on a category page	7 days	970×250 + 2× listing frames
Events & Gigs Hub Sponsor	Header ribbon + “presented by [Brand]” on events hub	7 days	970×250 + logo





# CONTACT US



[beatstorapon.com](https://beatstorapon.com)



[info@beatstorapon.com](mailto:info@beatstorapon.com)



A black and white photograph of a man with a beard and sunglasses, looking directly at the camera. He is wearing a dark V-neck shirt. The image is framed by a circular, torn paper effect, with the edges of the paper visible. The background behind the man is a bright, slightly blurred outdoor scene, possibly a beach or a field. The overall composition is centered and symmetrical.

# THANK YOU

