

Reach Artists While They're Deciding What to Buy

YouTube can tell you somebody watches content about music distribution.

Payusnomind can reach somebody **while they're comparing distributors and calculating which one they should pay for.**

That's the difference.

Advertising Built Around Purchase Decisions

Payusnomind reaches independent artists, managers, labels, and music businesses researching the products and services they need.

They're not just reading industry news or consuming content for entertainment.

They're comparing options.

They're researching features.

They're calculating costs.

They're trying to figure out **which product makes the most sense for them.**

That gives advertisers an opportunity to reach potential customers much closer to the point of purchase.

The Numbers

2.3K Monthly Users

3.2K Monthly Pageviews

But traffic only tells part of the story.

Visitors who click Payusnomind advertising and land on a partner's website have converted into paying customers at an **average rate of approximately 7% when advertising is supported by editorial coverage.**

Some partners have performed considerably better.

Amuse has converted approximately 12% of Payusnomind referrals into paid subscriptions.

These aren't email signups or ad clicks being counted as conversions.

They're purchases.



Reach Artists While They're Deciding What to Buy

Why Coverage + Advertising Works

A banner can introduce the offer. But the visitor may still have questions:

Is this company any good?
How much does it really cost?
How does it compare to its competitors?
Does it have the features I need?
Will I actually save money by switching?

That's where Payusnomind is different.
We don't have to ask an advertisement to do all of the convincing.

Editorial Reviews

Help potential customers understand your product, its strengths, weaknesses, pricing, features, and who it's best suited for.

Head-to-Head Comparisons

Put your product directly into the consideration set when visitors are comparing competing services.

ROI Calculators

Let artists calculate what different products could actually cost them based on their own revenue, releases, features, and usage.

Advertising

Keep your brand and offer visible while that research is taking place and give the visitor a direct path to act.

Don't Just Target the Audience. Target the Decision.

Traditional advertising asks:

“Can we reach independent artists?”

We think there's a more valuable question:

“Can we reach independent artists while they're deciding which product to buy?”

That's where Payusnomind fits.

We're not selling millions of passive impressions.

We're building an environment where artists research products, compare alternatives, run the numbers, and make purchase decisions.

Your business can be there when they do.

Don't Just Get Seen. Get Considered.



ADVERTISING RATES

HERO BANNER

Own the First Impression

Premium advertising placement appearing before the main content, giving your brand immediate visibility before visitors begin their research.

Includes:

Image
Short Pitch
Call-to-Action
Direct Link

Creative Specs: 1080 × 1920 Portrait

7-Day Trial: \$49

Weekly: \$75

Monthly: \$199

PRE-ROLL VIDEO

Put Your Pitch Before the Content

Video advertising that plays before Payusnomind video content, giving you an opportunity to explain your product before the visitor begins watching.

Includes:

Up to 30-Second Promotional Video
In-Video CTA
CTA Below Video Player
Optional Companion Banner
Direct Link

Video Specs: 1920 × 1080

7-Day Trial: \$75

Weekly: \$125

Monthly: \$299

INLINE ADVERTISING

Advertise Inside the Research

Your advertisement appears directly within Payusnomind articles and reviews, allowing your offer to reach visitors while they're researching relevant products and services.

Includes:

Banner Image
Direct Link

Creative Specs: 1600 × 900

7-Day Trial: \$35

Weekly: \$60

Monthly: \$149

TOOL SPONSOR

Reach Visitors While They're Making a Decision

Premium advertising placement at the top of Payusnomind tools, including comparison tools, calculators, and other interactive resources.

Reach visitors while they're actively evaluating costs, features, alternatives, and which product they should purchase.

Includes:

Premium Tool Placement
Banner Image
Direct Link

Creative Specs: 1600 × 358

7-Day Trial: \$75

Weekly: \$125

Monthly: \$299



ADVERTISING PACKAGES

THE DECISION PACKAGE

\$399/MONTH

Don't rely on a single advertisement to make the sale.
Reach potential customers throughout the Payusnomind research and buying journey.

Includes:

Hero Banner
Inline Advertising
Tool Sponsorship
Featured Offer Placement
Relevant Editorial Coverage, When Appropriate
Your company can appear while visitors discover a product, research it, compare alternatives, calculate costs, and decide what to buy.

NEW ADVERTISER OFFER

First Month: \$199

Get the complete Decision Package for your first month and test the Payusnomind audience before committing to an ongoing campaign.

\$199 First Month → \$399/Month Thereafter

EXCLUSIVE CATEGORY SPONSORSHIP

\$499/MONTH

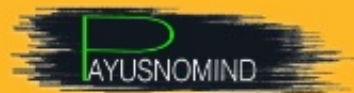
Own Your Category

Become the exclusive sponsor of a Payusnomind product category.
Your company receives premium positioning when visitors research and compare products within your category.

Potential categories include:

Digital Distribution
Music Publishing
Music Funding
Artist Marketing
Playlist Promotion
Music Production
Smart Links & Artist Websites
Catalog Sales & Advances

One exclusive sponsor per category.



Placements

The screenshot shows a website layout with a yellow header. The navigation bar includes links: Home, Start Here, Blog, Tools, News, Consultation, Store, About, Discounts, and Contact. There are 'Login' and 'Subscribe' buttons on the right. The main content area features three hero banners, each highlighted with a red border:

- Hero Banner 1 (Left):** Sponsored by ElevenLabs. The image shows a blue background with the text 'IIElevenMusic'. Below the image, it says 'Sponsored - ElevenLabs' and 'Create professional music videos, lyric videos, visualizers, voiceovers, and promotional content with ElevenLabs. Turn songs into content faster, keep fans engaged, and expand your reach without the cost of a full production team.' At the bottom is a white button with the text '> Use it now'.
- Hero Banner 2 (Middle):** Sponsored by Mogul. The image shows a purple background with the text 'mogul' and 'Stop letting your royalties get stuck to the gum under the table.' Below the image, it says 'Sponsored - Mogul' and '20% Off - Find + Collect missing royalties. Automated tracking + Powerful reports. No recovery fees.' At the bottom is a white button with the text '> Try it now'.
- Hero Banner 3 (Right):** Sponsored by Sonomo. The image shows a purple background with the text 'sonomo' and 'Skip the estimates. Find out what real investors are willing to pay.' Below the image, it says 'How Much are Investors Willing to Pay' and 'Skip the Estimates. Get a REAL offer from an investor and see how your catalog is truly valued by those looking to put money in your pocket.' At the bottom is a white button with the text '> Get an Offer'.

Below the hero banners is a main content area with a white background. It features an article titled 'Ditto Music Review 2026: Is It Worth Your Hard Earned Money? - The Great, Good, Bad, Ugly' by Payusnomind, dated Jun 13, 2026. The article is marked as 'Premium'. Below the article title is a colorful graphic with the text 'DITTO MUSIC FEATURES' and 'KEEP 100% OF YOUR ROYALTIES'. To the right of the article is a sidebar with three sections:

- JOIN PAYUSNOMIND:** A section with the text 'How else will you know when we add something new?' and a white input field for 'Enter your email'. Below the input field is a green button with the text 'SIGN UP'.
- Need help deciding?:** A section with the text 'If you're weighing distributors, playlist services, funding offers or smart link tools, a 1:1 session can save you a lot of time and regret.' Below the text is a green button with the text 'Book a consultation'.
- Search the library:** A section with a white input field for searching the library.

Hero Banner

Premium ad spot. Appears before any other content
Specs: 281 x 500

Includes:

Image
Pitch
CTA



Placements

UN Home Start Here Blog Tools News Consultation Store About Discounts Contact Login Subscribe

Ditto Music Review 2026: Is It Worth Your Hard Earned Money? - The Great, Good, Bad, Ugly

By Payusnomind - Jun 13, 2026

Premium

mogul

Stop letting your royalties get stuck to the gum under the table.

Collect everything you're owed.

20% OFF YOUR FIRST YEAR LIMITED TIME ONLY **GET STARTED**

Find + collect 000 / 0.19 royalties Automated tracking + powerful reports No recovery fee

Find and collect all of the royalties you're owed Sign up now

ULTIMATE INDIE ARTIST GUIDE

MUSIC MONETIZATION

More Like This

Ditto Music is a legacy distribution service that has been around just as long as Distrokid, CD Baby, and TuneCore. The same way Distrokid capitalized on the pricing flaws of CD Baby and TuneCore, Ditto capitalized on the feature flaws of Distrokid. Where does Ditto stand in the crowded space of music distribution today? Here we break down the Great, Good, Bad, and Ugly about Ditto music distribution.

Not Sure Where to Start?

Pre-Roll Ads

Video advertisements that play automatically before the main content or live stream begin

Specs: 1920 x 1080

Includes:

Promo video - 30-second clip
In-video CTA
Below video player CTA
Optional companion banner

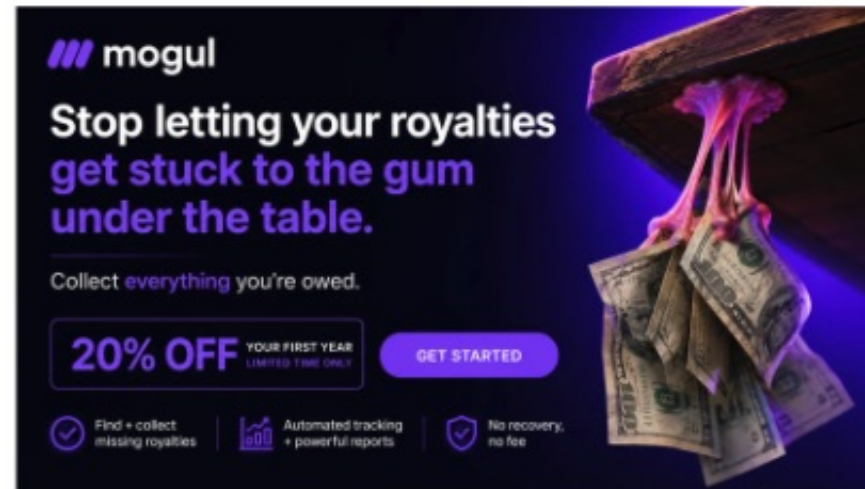


Placements

Pitch for TV & movie sync features - Ditto Pro

This is another feature you see pushed across distribution service providers. What's different here is Briefs. With Ditto, it's less of a pipe dream and more a matter of strategy and execution. Sync Briefs detail exactly what a Music supervisor offering a placement is looking for. You see the style they want; sometimes there's a reference where they'll say they want something that sounds like Michael Jackson's Beat It. They'll tell you the BPMs and the phrases they want mentioned. An artist can look at the Briefs and literally go and create something that matches.

What competitors offer takes the process out of your control. They simply add your music to a database of songs available to those looking to use music for sync. It's like having a song sent to Spotify or YouTube Music. Having it there means nothing if no one brings attention to it. And there isn't anything you can do to improve your chances.

A banner advertisement for Mogul. On the left, the Mogul logo is in purple. Below it, the text reads "Stop letting your royalties get stuck to the gum under the table." in white and purple. Underneath that, it says "Collect everything you're owed." in white. A purple box contains "20% OFF" in white, with "YOUR FIRST YEAR LIMITED TIME ONLY" in smaller text. To the right of this is a purple "GET STARTED" button. Below these elements are three icons with text: a checkmark for "Find + collect missing royalties", a bar chart for "Automated tracking + powerful reports", and a shield for "No recovery, no fee". On the right side of the banner is a photograph of several US dollar bills hanging from a wooden surface by pieces of pink gum.

Collect music publishing royalties - Ditto Pro

For the same \$59 you pay for Ditto Pro, you also get Publishing Administration. That centralizes the workload and performance tracking. Instead of you having to access two separate interfaces and go through the same process of inputting what's largely the same information, you do it once and have it registered for both. Publishing Administration makes sure you're paid your mechanical royalties. Your Ditto dashboard allows you to switch views from streaming royalties to Composition royalties so everything is tracked in one place.

Stores

Ditto has the largest inventory of stores I've seen offered out of all the distributors I've reviewed. The key is their inventory of EDM and Dance music stores, as well as stores that make music available to incarcerated persons through prison Kiosks like JayPay.

You've seen the great. You've seen the good. Now see what companies don't advertise and read my deeper thoughts on the service.

The **Bad & Ugly** section breaks down the hidden fees, contract terms, long-term costs, and potential deal-breakers that could cost artists money.

Inline Ads

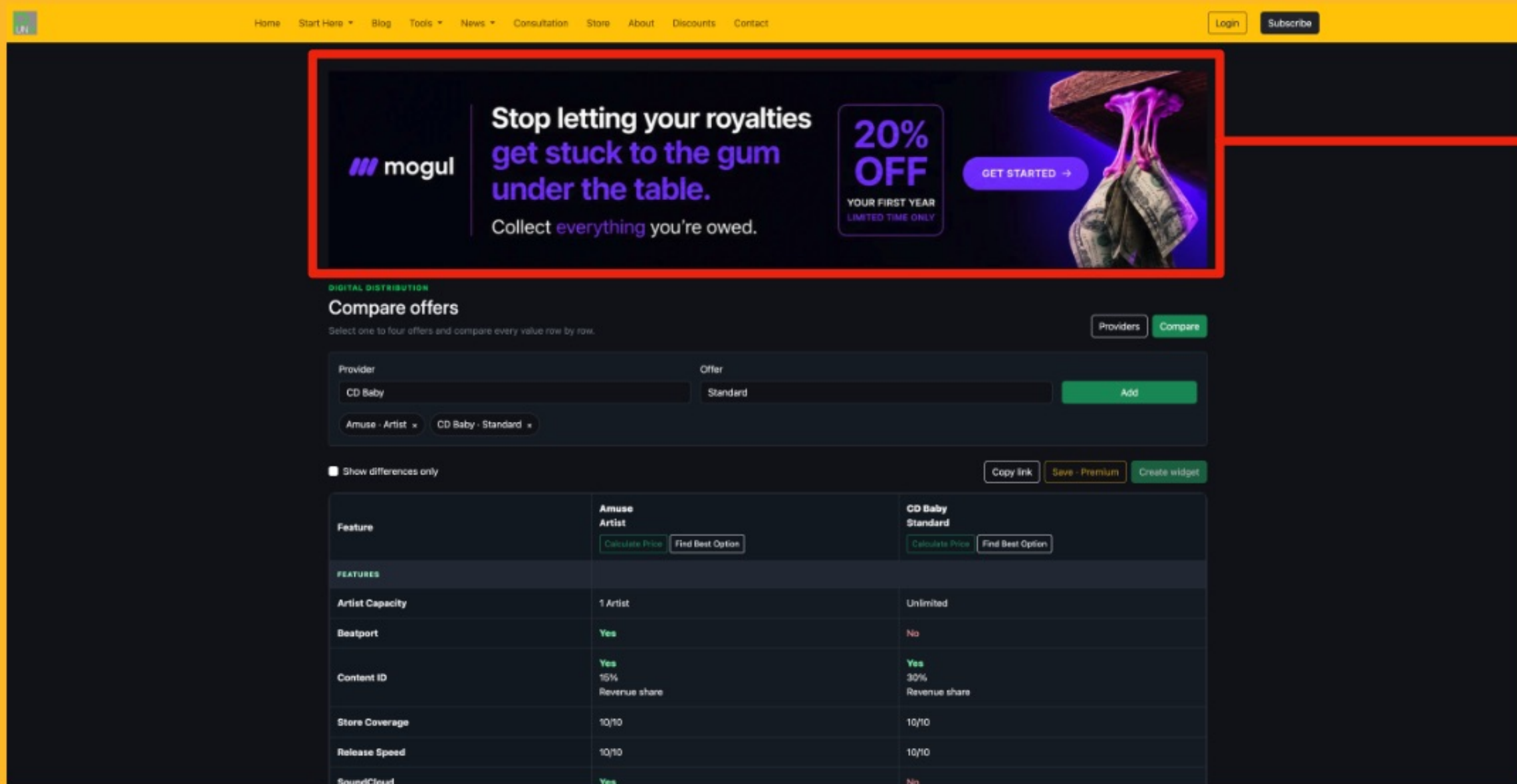
Advertisements embedded directly inside the main content flow of a webpage, mobile app feed, or article rather than sitting on the outer edges

Specs: 1600 x 900

Includes:
Banner image
Hyperlink



Placements



The screenshot shows the Mogul website interface. At the top, a navigation bar includes links for Home, Start Here, Blog, Tools, News, Consultation, Store, About, Discounts, and Contact. There are also Login and Subscribe buttons. A prominent banner at the top features the Mogul logo, the text "Stop letting your royalties get stuck to the gum under the table. Collect everything you're owed.", a "20% OFF YOUR FIRST YEAR LIMITED TIME ONLY" offer, and a "GET STARTED" button. Below the banner, the "Compare offers" section is visible, with a sub-header "DIGITAL DISTRIBUTION". It includes a form to select providers (CD Baby, Amuse Artist, CD Baby Standard) and a table comparing features like Artist Capacity, Beatport, Content ID, Store Coverage, Release Speed, and SoundCloud. The table compares Amuse Artist and CD Baby Standard offers.

Stop letting your royalties get stuck to the gum under the table.
Collect everything you're owed.

20% OFF
YOUR FIRST YEAR
LIMITED TIME ONLY

GET STARTED

Compare offers
Select one to four offers and compare every value row by row.

Providers Compare

Provider: CD Baby Offer: Standard Add

Amuse Artist CD Baby Standard

Show differences only Copy link Save Premium Create widget

Feature	Amuse Artist	CD Baby Standard
Artist Capacity	1 Artist	Unlimited
Beatport	Yes	No
Content ID	Yes 15% Revenue share	Yes 30% Revenue share
Store Coverage	10/10	10/10
Release Speed	10/10	10/10
SoundCloud	Yes	No

Tool Sponsor Spot

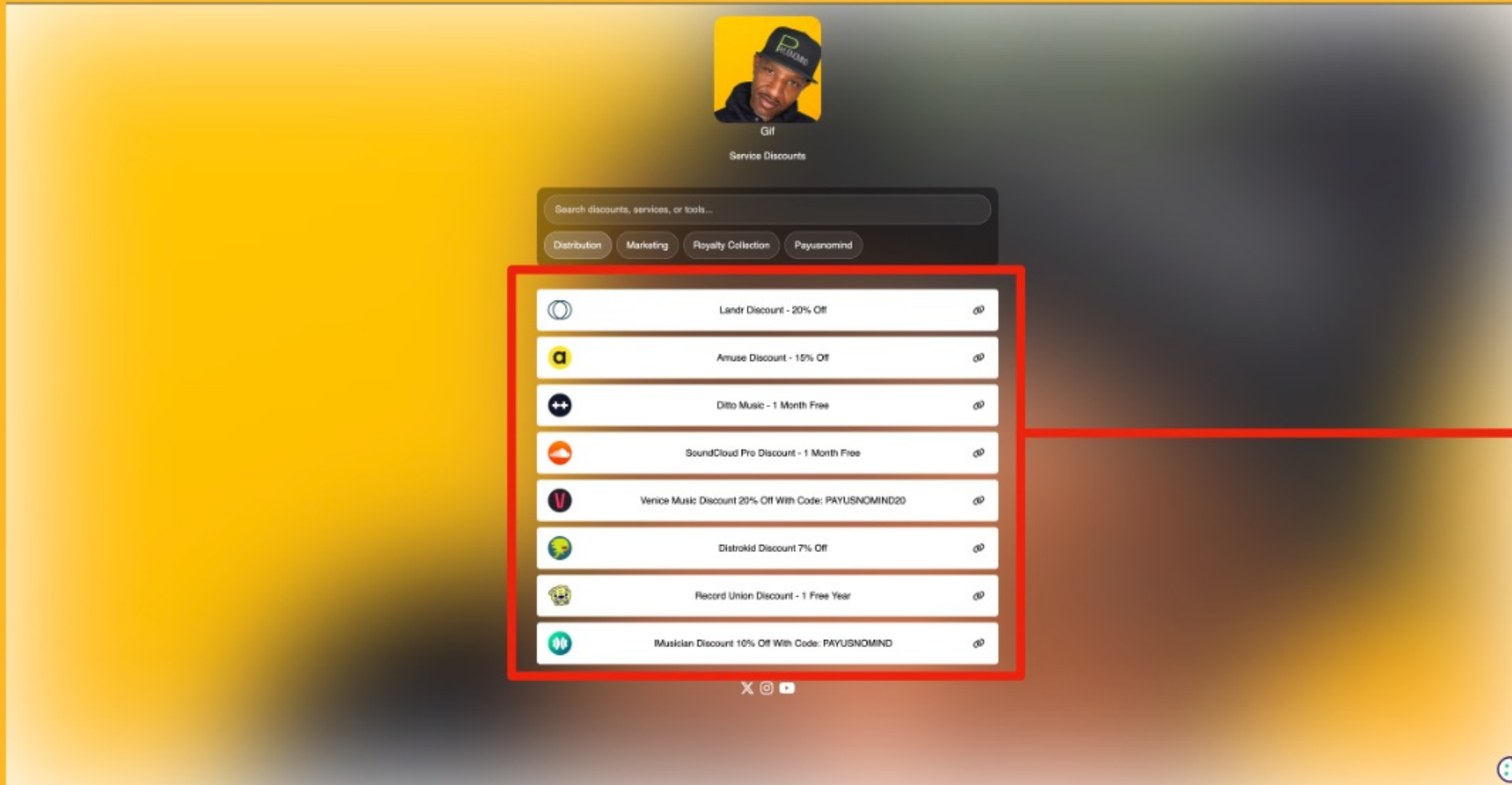
Premium ad spot. Appears at the top of every tool.

Specs: 1600 x 358

Includes:
Banner image
Hyperlink



Placements



Discount spots

Primary positioning

Features

Logo

Promo offer

This page is the central destination for discounts across all tools and services.

