

THE SOUND & THE STORY

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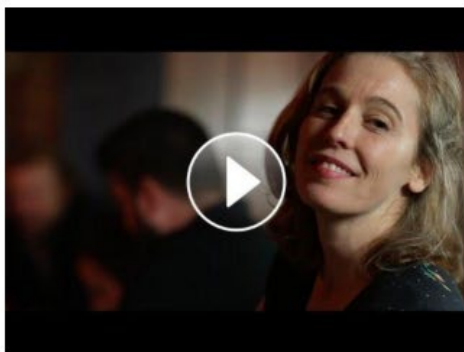
STITCH OF THE WORLD

MAKE ROOM FOR MAGIC

A Note from Tift Merritt



When I was asked to welcome The Sound and The Story into being, I thought maybe the appropriate thing to do would be to address the state of still being in process. Process is my favorite body of water—tidal, always thirsty. One way to talk about it is by its physical geography and its routines: how long do you sit at your desk? What kind of paper do you prefer? Pen or pencil? Solitude or cacophony? Morning or night? Coffee or red wine? For me, its main ingredients are elbow grease and openness. To drain any tension out of writing, I try to think of process as a relationship like any other. I spend time with my instruments; I sit down with my words. I try to give them the tenderness and attention I would a loved one.



LISTEN NOW | "Heartache Is An Uphill Climb"

What can honestly be said about process's magic is that it always, by nature, proceeds. A circle in a circle, a thread in a thread, its endlessness is the very reason we pursue our noise and our fables. Having perspective on that is a fallacy, something we tell ourselves to find purchase, to tie ourselves to the rock face safely. As soon as focus comes clear, the picture changes. So, The Sound and The Story: As scary as it is every time, let go of the bannister, let fly the sail. Turn the kaleidoscope. Trust that the magic will find you unexpectedly. Sing loud. I look forward to your noise.

—Tift Merritt

Tift Merritt's new album, *Stitch of the World*, was released in January 2017, and it is available for purchase and stream on [Spotify](#), [Apple Music](#), [Amazon Music Unlimited](#), or via [Yep Roc Records](#).

Learn more at www.TiftMerritt.com

The *Oxford American* offers a second sponsored content e-newsletter platform that focuses on music-related events, releases, and destinations called **The Sound & The Story**. It goes out monthly and is open to select advertisers.

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- 200 - 400 total words of copy
- 2 - 3 high-res images (300 dpi or higher)
- 1 video to be embedded (optional)
- 1 additional high-res image

MATERIALS DEADLINE:

At least one [1] week before the scheduled send date

EXAMPLES OF "THE SOUND & THE STORY"

- [Come Hear North Carolina!](#)
- [W.C. Handy Blues & Barbecue Festival](#)
- [Concord Music Group | Stax Archives](#)