

Native Ad Content Piece

Part 1- Synopsis

Product or Service:

The product being advertised is Ibanez's line of guitars. This includes electric, acoustic, and bass guitars.

Sponsoring Organization:

The sponsoring organization is Ibanez. The target audiences are guitar players and young adults.

Publishing Site:

The publishing site is Rolling Stone magazine. This is a print and online magazine, which focuses primarily on music, but also covers popular culture, film and television, and politics. Although the market segment of Rolling Stone includes a wide range of ages, the primary market segment is 18-34 years old.

Design Documentation:

For the layout of the publication, at the top of the website is the Rolling Stone logo. Underneath it is a featured article with a large picture and smaller titles of articles on each side of it. Underneath the featured article are several other articles with many corresponding images. Rolling Stone has tabs underneath their logo for music, tv and film, subculture, politics, and "Rolling Stone Recommends". Found by clicking on this tab or between the articles is a "Rolling Stone Recommends" section that includes popular articles and editor's picks. The native ad will be included here, since there are often native ads within this section of the publication. Native ads are also included in other sections of the site and look exactly like other articles except they are labelled as "branded content." Consumers will encounter the ad when scrolling through the Rolling Stone website.

Part 2- Sponsored Content

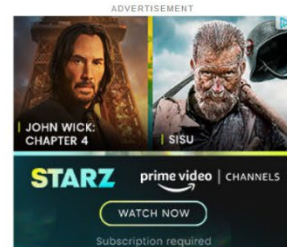
Mock-up of design:



BRANDED CONTENT

New to Guitar? New to Songwriting? Here are some of the best chords to get started.

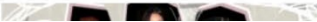
Use these four types of chords to start your songwriting career.



GAME DAY

Texas Longhorns vs. Oklahoma Sooners: How to Watch the Weekend's Biggest College Game...

The Week 6 matchup kicks off at 12 p.m. ET live from Dallas, Texas



BLACK SWAN STYLE

BRANDED CONTENT

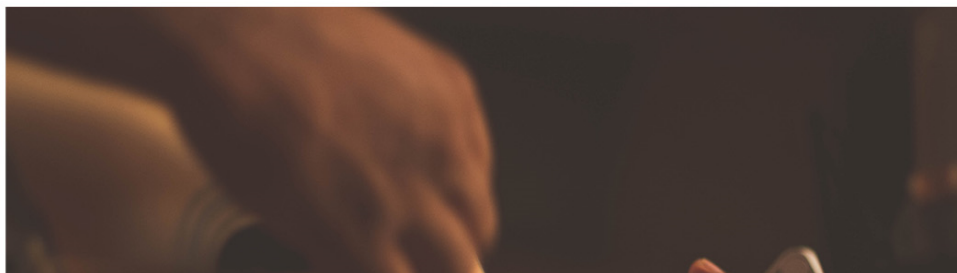


New to Guitar? New to Songwriting? Here are some of the best chords to get started.

Use these four types of chords to start out your songwriting career.

By Alexis Krouk

OCTOBER 3, 2023



Content:

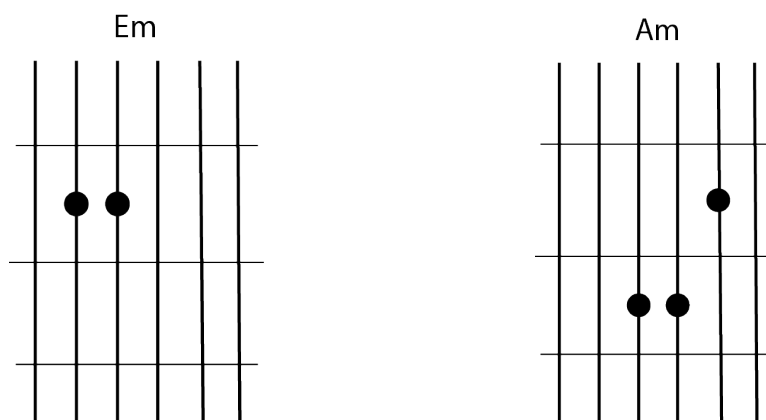
Title: New to guitar? New to songwriting? Here are some of the best chords to get started.

So, you've picked up your [guitar](#) and want to start songwriting. It seems daunting at first, but learning new chords and understanding how they can fit together is the best place to start. Every guitarist, even some of the greatest like [Paul Stanley](#), [Steve Vai](#) and [Joe Satriani](#) started from the ground up. Whether you've got an electric or an acoustic, plan on writing rock, jazz, or

folk, having the fundamentals down first is the key to success. After you've learned the basic major chords, you may be wondering what else there is to learn. Here are four additional types of chords for all types of songs that'll help you kick off your songwriting career.

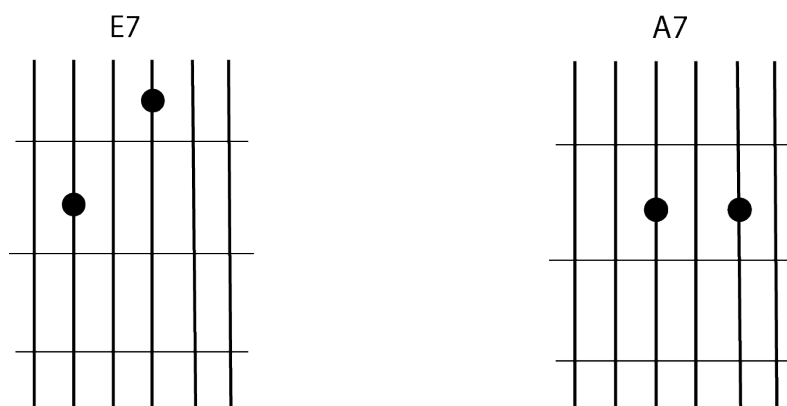
Minor Chords

Known for their sad, melancholy sound, minor chords are a go-to in songwriting. Although they can be woven into songs with any kind of mood, if you're looking to write a real tear-jerker, minor chords are the way to go. In addition to that, many of them can be played as simple open chords, which makes them incredibly beginner-friendly! These illustrations, representing a fret board and which strings you hold down, show the simplest and most useful minor chords: Em and Am.



Seventh Chords

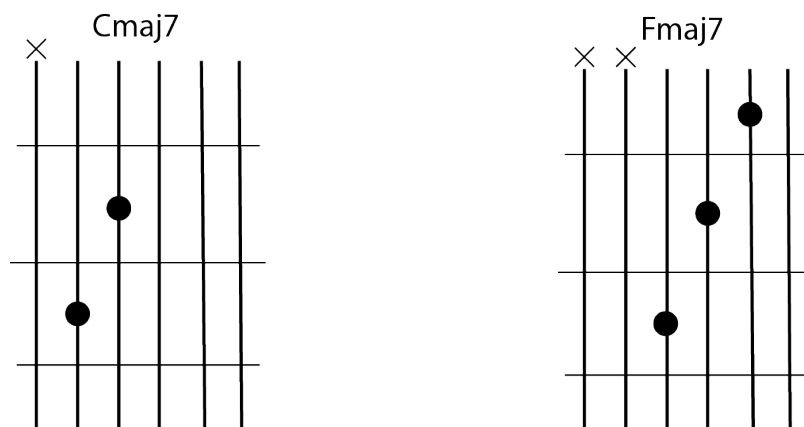
Seventh chords are another staple among songwriters. They're known for a twangy sound and are commonly used in blues and jazz. Don't be afraid to incorporate them into other types of songs, however. Adding a seventh chord into your songs can add a more complex, bluesy sound that complements many genres. Here are E7 and A7, other simple open chords that could easily be incorporated into your next verse or chorus!



Moving on from the classic major chords you'll start with in any lessons or books, these minor and seventh chords will be your next feat. Learning these types of chords will open up your world to songwriting, making creating catchy riffs that much easier. These are still fairly broad types of chords, however, with versatile uses in many mainstream pop and rock tracks. That being said, if you're looking for a more specific sound, here are a few other types to consider.

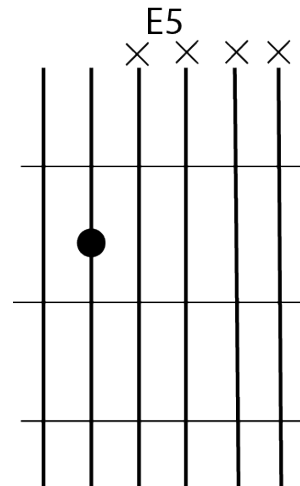
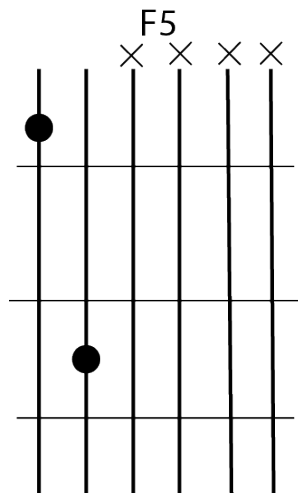
Major Seven Chords

Simple, effective, and often overlooked, major seventh chords create a dreamy, atmospheric sound that can easily elevate your songwriting. Despite the "major" in their name, major seventh chords played alongside minor chords add a heightened complexity to any melancholic song. Because of their light, airy quality, they also work perfectly in [acoustic](#) and folk songs. Here are two beginner-friendly chords, Cmaj7 and Fmaj7.



Power Chords

As their name suggests, power chords are simple, yet incredibly impactful chords. Utilizing only two or three strings, power chords are commonly used in rock songs for their clear, defined sound. These work great with an [electric guitar](#), a [distortion pedal](#), and an [amp](#) "turned up to 11". If you're planning on writing rock, metal, punk, or anything similar, give these a try. Here's F5 and E5 to start out.



With these chords, and many more you'll discover along the way, you'll be able to start crafting your own songs, building your guitar skills and form your own, unique sound. If you're looking to upgrade your old guitar or buy your first guitar, there are countless brands out there to choose from, but check out [ibanez](https://www.ibanez.com/usa/) first. They've got electric, acoustic, and [bass guitars](#), amps, pedals, and anything else you might need to start your songwriting journey.

<https://www.ibanez.com/usa/>