



## 2010 ONLINE ADVERTISING OPPORTUNITIES

### ENGAGE WITH A LARGE, UNIQUE AND LUCRATIVE COMMUNITY

The 546,000 monthly page views and the 171,000 monthly unique visitors that make up the EMusician community produce and record music on a regular basis. They value technology and come to the site for guidance about products, techniques, trends and education. The Emusician community invests in the music industry:

#### Display Advertising Banners

##### Run-of-Site

Sizes are 728x90, 300x250 and 125x125 with CPM pricing. We have plans for any budget and marketing objective. Deadline is three business days before the start of a campaign.

##### Targeted Impressions

Target your impressions to specific categories.

##### Site Intro Ad

When a user clicks on the site, the very first 640x480 banner seen would be yours for about 10 seconds until the site opens. Our best click-through generator. Impressions limited to 10,000 per month.

##### Text Ads

Single-line text ads displayed on every page of mixonline.com

#### Lead Generation

##### Editorial Webcasts

Our Webcast programs provide guaranteed, qualified, cost effective, leads to your sales channel. Run by independent industry experts, our Webcasts educate potential customers on the advantages of your technology and help brand your company as an industry leader. Includes a powerful promotional package and turnkey production. Includes custom survey questions. Programs are 12 weeks. Deadline is at least 6 weeks before event.

##### Pop Quiz

Pop Quiz challenges a reader's knowledge on a industry or technology-related topic of the sponsor's choice. This fun, interactive product creates buzz while capturing email addresses from registrants.

##### White Papers

Educate your customers while you increase your brand awareness and drive lead gen. Posting your white papers on mixonline.com establishes your company as the go-to authority on industry information, while you influence readers on decisions and transactions.



#### Video

- Sponsorships with Pre/post roll opportunity
- Exclusive branding (banners and logos)
- Traffic driving promotion offer guaranteed exposure for measurable ROI.

#### Podcasts

- Sponsored bumpers in audio offer permanent placement
- Exclusive branding (banners and logos) on the podcast landing page
- Traffic driving promotion offer guaranteed exposure for measurable ROI.

#### Product Demo Promotion

Host your product demo video on Mix and expand your audience and reach. Mix promotes your demo through targeted emails, banner campaigns, strategic video placement and more.

#### Trade Show Media

- Video Sponsorship • Newsletters • Blog Sponsorship
- Site Intro • Show Banner Bundle • Custom Email Special

#### CONTACTS

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#### TECHNICAL SPECS

Banner Formats: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblaster, Enliven, Bluestreak, Motif. File Sizes & Looping: Max size = 30k; Max Frames = 4; Looping = 3 times. Materials Due: Two business days prior to posting for non-Rich Media and 5 business days prior to posting for Rich Media. Include with Instructions: Referring URL and alternate text. 3rd Party Ad Serving: DART, Atlas, Bluestreak, and Mediafarm. Cancellation Policy: Sponsorships require a 2-week written cancellation notice.

For more information about technical specs, please contact: Brian Byrne • Ad Production Specialist • 913-981-6152 | brian.byrne@penton.com