

Providing 33,000 of MixLine's subscribers with breaking pro audio news, product announcements, event deadlines, recording tips and much more!

Mails every Tuesday

## 2008 "MixLine" Rates:

### Top Banner Premier Sponsorship

468x60 - Exclusive  
\$550/insertion

### Tower Ad Sponsorship

120x600 - Exclusive  
\$550/insertion

### First Text Sponsorship

includes 468x60 banner, 50 words of text and linking URLs  
\$500/insertion

### Second Text Sponsorship

includes 468x60 banner, 50 words of text and linking URLs  
\$475/insertion

### Third Text Sponsorship

includes 468x60 banner, 50 words of text and linking URLs  
\$450/insertion

\*Additional Sponsorships added on as-needed basis

## CONTACTS

### Group Publisher • Joanne Zola

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### Associate Publisher

### Northwestern/Midwestern Advertising Manager • Erika Lopez

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### Senior Manager, Live & Interactive Media • Erin Hutton

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### Specialty Sales • Kevin Blackford

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## TECHNICAL SPECS

Banner Format: Gif or JPEG files only. No Rich Media. File Sizes & Looping: Max size = 15K; Max frames = 4. Materials due: Two business days prior to posting.

Include with instructions: Referring URL and alt text. 3rd Party Ad Serving: DART, AdKnowledge and L90. Cancellation Policy:

Sponsorships require a 2-week written cancellation notice.

For more information about Technical Specs, please contact:

Liz Turner • Advertising Production Coordinator

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