



Unique visitors... page views... traffic...qualified leads:

Mixonline.com brings you the largest audience in professional audio. Now and in the future.

Display Advertising Banner sizes are 728x90, 300x250, and 125x125 with CPM pricing. We have plans for any budget and marketing objective. Rates start at \$10 per thousand impressions. Deadline is three business days before the start of a campaign.

Video

- Sponsorships with Pre/post roll opportunity
- Exclusive branding (banners and logos)
- CPM pricing guaranteed impressions

Podcasts

- Sponsored bumpers in audio
- Exclusive branding (banners and logos) on the podcast landing page
- CPM pricing guaranteed impressions

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.

Lead Generation

Our Webcast programs provide guaranteed, qualified, cost effective, leads to your sales channel. Include custom survey questions at no extra charge. Our Webcasts are run by independent industry experts and our audience comes to us for educational opportunities unavailable anywhere else. Pricing is on a cost per lead basis. CPLs start at \$10. Programs are 12 weeks. Deadline is 2 weeks before event.

Trade Show Media

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

Category Sponsorships

100% Exclusive sponsorship. Category roadblock at \$10 CPM; 3 mo. Minimum commitment.

Top Navigation

All navigation will be through a vertical navigation bar, directly under the *Mix* logo, run of site. Main categories to include rollover subcategories

Recording:

Tracking
Mixing
Mastering
Classic Tracks

Live:

Tour Profiles
Applications
Products
Fix-it Tips

Post:

Features
Facilities
Game Audio

Gear:

New Products
Reviews
Buyer's Guides
Tips

Education:

Features
Directory
Web Casts

Studio:

Design
Business
Profiles

Mix-Guides:

Consoles
Studio Monitors
Microphones
Studio Design
Audio Education
Live Sound

Contacts

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Classified Sales Manager • Julie Dahlstrom
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Technical Specs

Banner Formats: GIF, Animated GIF, JPEG, HTML, Flash, Unicast, PointRoll, Eyeblander, 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:

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