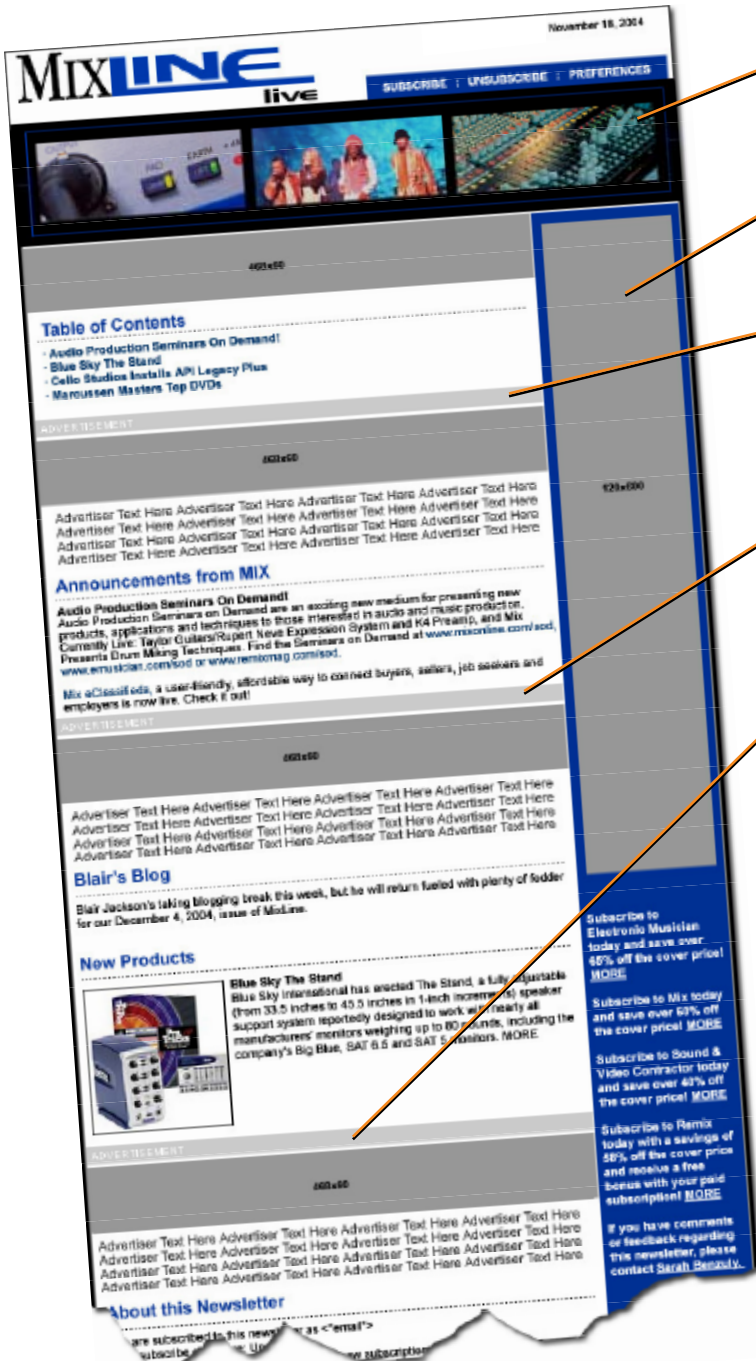


Providing 30,000 of Mixline's subscribers with inside news, notes and original features from the road. "MixLine Live" includes Product News, Road Notes on tour news, and Secret Weapon Troubleshooting from the pros!

Mails bi-monthly

2009 MixLine Live 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

Associate Publisher • Mark Holland
408-358-2234 • mark.holland@penton.com

Director, Key Accounts • Joanne Zola
510-985-3272 • joanne.zola@penton.com

Western Sales Director • Erika Lopez
818-249-6809 • erika.lopez@penton.com

Eastern Sales Director • Paul Leifer
908-369-5810 • pleifer@aol.com

Classified Sales Manager • Julie Dahlstrom
312-840-8436 • julie.dahlstrom@penton.com

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
913-967-1818 | liz.turner@penton.com