

### WEBCASTS = QUALIFIED LEAD GENERATION

The Mix and EM custom Webcast platform provides powerful, proven lead generation and brand channel integration through focused, in-depth audience engagement. Our audience is highly qualified and dedicated to ongoing education—showcase your product through our exclusive Webcast series.

All aspects are exclusive. 12-week program includes one month of pre-event promotion, the live event and two months of archived/on demand viewing.

500,000 total exposures (in promotional material). Deadline is six weeks before the live event, allowing for promotional time.

Leads are delivered with post-event summary plus three custom survey questions.

All topics are music production and recording education-related. Webcast Presenters are independent and respected industry experts. Our editors moderate all webcasts and introduce the exclusive sponsor. Questions are accepted during the live event.

### PROGRAM HIGHLIGHTS:

- Brings client closer to the customer in the purchase cycle
- Provides sales channel with qualified prospects
- Sponsorship mention in the form of a 30-second type ad promotion at the beginning of the webcast with a dedicated PowerPoint slide
- Opportunity to include three qualifying questions
- Logo on pre-event and archived information

Total cost: \$7,000

Webcasts can be turn key or completely custom. Total leads are guaranteed.



All communication includes sponsor's branding elements.



Webcast sponsor banners displayed on mixonline.com, along with the presenter bio and webcast description.

#### EM 2010 Webcast Programming

- Promote Your Music Online: Twitter, MySpace, Facebook and More
- The Digital Orchestra: How to Create Realistic-Sounding MIDI Orchestral Arrangements
- Scoring to Picture: What You Need to Know
- Synth Programming Basics: Create Your Own Sounds
- Mixing Clinic: Make Your Mixes Sound Bigger, Clearer and More Dynamic
- Audio Restoration: Basics and Beyond
- Room Design: Build Your Own Personal Studio
- Anatomy of a Remix
- Mastering: What You Need to Know
- DAW Vocal Production

#### Mix 2010 Webcast Programming

- Music Editing for Television: A DAW Master Class
- Studio Design: Professional Rooms on an Affordable Budget
- P.A. System Tuning: Tips for Getting Quality Sound in Any Venue
- Networking Your Facility: Multi-Platform File Exchange
- Room Treatment Solutions
- Recording the Show
- Mastering: What You Need to Know

### CONTACTS

Publisher • Shahla Hebets • 510-985-3235 • shahla.hebets@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  
 International/Europe Sales Manager • Richard Woolley • +44 1295 278 407 • richardwoolley@btclick.com  
 Classified Sales Manager • Julie Dahlstrom • 312-840-8436 • julie.dahlstrom@penton.com