



ADVERTISING RATES 2009

ENGAGE WITH A LARGE, UNIQUE AND LUCRATIVE COMMUNITY

The 160,000 monthly unique EMusician visitors that make up the EMusician community produce and record music on a regular basis. They value technology and you the site for guidance about products, techniques, trends and education. The EMusician community invests in the music industry, 97% have taken action as a result of an EMusician ad and 59% spend between \$1000 and \$5000/yr on music products.*EM 2007 subscriber profile data

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.



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.

NEWSLETTER & EMAIL ADVERTISING

Rates start at \$500

CATEGORY SPONSORSHIPS

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

EMUSICIAN.COM CATEGORY BREAKDOWNS:

- | | |
|------------------------|-----------------------|
| Audio Editing Software | Microphones |
| Aux Hardware | MIDI Inst Controllers |
| Aux Software | Mixing Consoles |
| Control Surfaces | Monitor Speakers |
| DAW's/Recorders | Sequencers |
| DSP Software | Signal Processors |
| Elec Music Instruments | Software Instruments |
| Future Technologies | Sound Libraries |
| General Computing | |

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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: Brian Byrne
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