

# eDeals

## Bi-weekly Newsletter Delivers

Hot deals, discounted gear, B-stock, real estate, jobs and more to 85,000 music & audio pros.

### Call (312) 840-8436 for more info

BROUGHT TO YOU BY MIX, ELECTRONIC MUSICIAN, AND REMIX

## MAILS TO OVER 75,000 AUDIO INDUSTRY PROFESSIONALS AND ENTHUSIASTS

Introducing Entertainment Technology's "eDeals," a bi-weekly newsletter brought to you by *Mix*, *Electronic Musician* and *Remix* magazines. "eDeals" delivers product updates and hot deals to over 85,000 musicians' inboxes. Whether it's promoting a discount on B stock, discontinued products, demo gear, inventory blowouts or a special on services, eDeals will deliver your message! "eDeals" also features Service & Employment ads, which presents an outstanding way to reach qualified job candidates in a timely fashion plus promote your company services to engineers, producers and musicians.

## Sponsorship Opportunities

### PREMIUM FEATURE LISTING

Feature your item at the top of the newsletter, ensuring all readers see your listing the moment they open.

468x60 or 120x60, 75 words of text  
Price = \$750/insertion

### FEATURED LISTING

Have gear that you're looking to sell?  
Interested in listing a service or job opening?  
Reach over 85,000 musicians with a listing in this section!

468x60 or 120x60, 50 words of text  
Price = \$500/insertion  
\*\* To rotate among 3 listings \*\*

### SPECS

468x60 banner, 120x60 logo; file size = 25K max.  
Text no longer than 50 words (75 for Premium)  
Linking URLs = unlimited

## Advertising Contacts

**Julie Dahlstrom** Classified Sales Manager  
*Mix*, *Remix*, *Electronic Musician*, *Sound & Video Contractor*  
312-840-8436 julie.dahlstrom@penton.com

The screenshot displays the eDeals newsletter layout. At the top is the eDeals logo and a header with the text: "Bi-weekly Newsletter Delivers Hot deals, discounted gear, B-stock, real estate, jobs and more to 85,000 music & audio pros." Below this is a navigation bar with links for "Home", "Submit Your Ad", "About Us", "Contact Us", "Privacy Policy", "Terms of Service", "Feedback", and "Help".

The main content area is divided into several sections:

- FEATURED LISTING:** A large advertisement for "Senior Sound Designer - San Diego, CA" at Sony Computer Entertainment America. The ad includes a description of the role, a list of responsibilities (Audio post production, Sound Design, Dialog Editing, Foley Editing, Music Editing, Surround Mixing & Dubs, etc.), and a link to apply at [www.us.playstation.com/job](http://www.us.playstation.com/job).
- ADVERTISEMENT:** An advertisement for "MASTERWRITER software" with a "eDeals SPECIAL \$90 OFF" and a link to [www.bigcitywriter.com](http://www.bigcitywriter.com). The ad describes the software as a powerful suite of songwriting tools.
- FREE Listing in Summer NAMM Product Guide!** A notice that *Mix*, *Electronic Musician*, and *Remix* are bringing you the Summer NAMM Online Product Directory.
- ADVERTISEMENT:** An advertisement for "INTRODUCING THE MODEL 800!" featuring a new dual mono, fully balanced tube preamp. The ad lists features like "Hi-Z input", "Smooth, pristine sound", and "Ultra-premium components".
- DIY Synthesis:** A section titled "DIY Synthesis" discussing the popularity of virtual synthesis and the challenges of designing custom instruments or signal processors.

At the bottom of the newsletter is an "eMarketPlace" section with buttons for "All News", "Enter Classifieds", and "Sell Your Gear". Below these are several small advertisements for "SoundPro.com", "Madison Media Institute", "VPS Sound Design", and "ASC Labs Precision Test Charts".