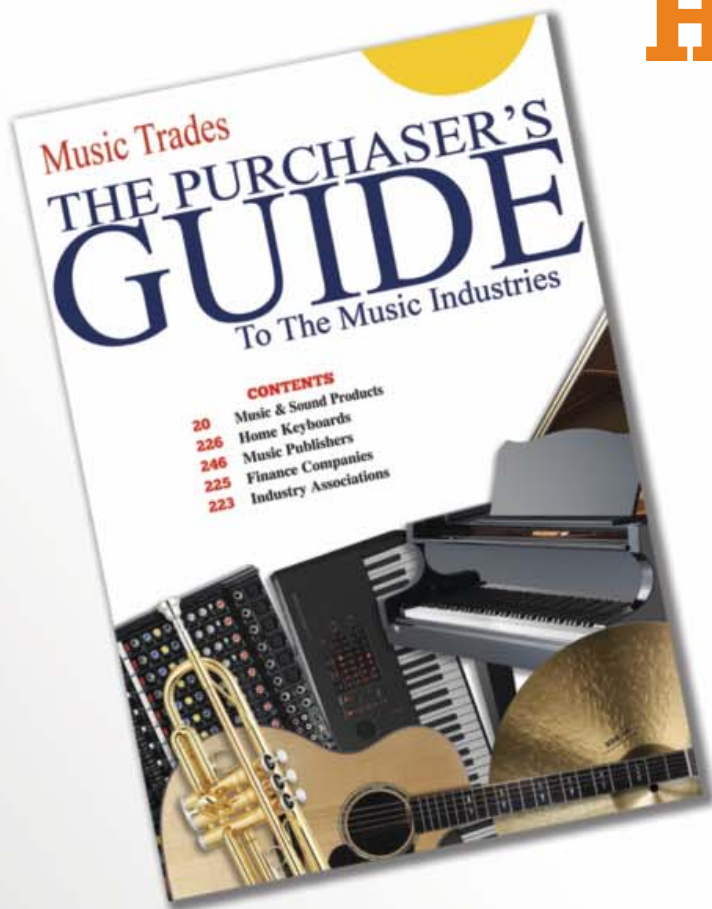


TIME-SENSITIVE MATERIAL

# You can be in the guide top buyers turn to all year long...

## Here's how!



In print and online, The Purchaser's Guide To The Music Industries is the world's most comprehensive directory of music and audio suppliers, and it's consulted daily by top buyers around the world

Turn the page to see how you can harness the powerful **Purchaser's Guide** to put your company message in front of buyers worldwide

MORE BANG FOR THE  
BUCK THAN ANY OTHER  
ADVERTISING MEDIUM

PUT THE GUIDE TO WORK!

# How The Guide Can Increase Your Sales In 4 Easy Steps

**THE PURCHASER'S GUIDE** to the Music Industries combines the power of print with the internet to deliver an unmatched advertising package that will boost your sales worldwide. The best of both worlds at an incredible price.

**IN PRINT & DIGITAL:** 18,000 dealers and distributors around the world pay to receive the print and digital editions of *The Purchaser's Guide to the Music Industries*. In one book, buyers can locate the most accurate contact and line information for nearly 5,000 global music manufacturers and distributors. Your ad will be seen by thousands who refer to *The Guide* daily.

**ONLINE KEYWORD SEARCHES:** Last year visitors

to our site performed 1,366,244 searches for everything from ukuleles to power amplifiers. Advertise in *The Guide* and you can select generic keywords that will drive this huge audience directly to your online listing, banner ad, and website.

**ONLINE AND PRINT LISTING:** *The Purchaser's Guide to the Music Industries* is the #1 source for contact information because we have the most complete and up-to-date company database, which has been in print since 1893 and online since 1997. The longevity and accuracy of information in *The Guide* ensures the highest visibility when searches are initiated through Google. Dealers and

1

## YOUR AD & LISTING IN PRINT & DIGITAL EDITIONS



Your display ad and listing in *The Guide's* print and digital editions put your company in front of thousands of buyers worldwide. With more than 5,000 companies listed, *The Guide* is the industry's definitive source book and is referred to constantly all year long. **Total paid distribution: 18,000**

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## YOUR LISTING FULLY SEARCHABLE ONLINE

With a print and digital ad, your listing will also appear on *The Purchaser's Guide* online directory, which is accessed by thousands each month. The listing includes a link to your website as well.



customers come to *The Guide* knowing they will effortlessly find all the information they need without having to go through needless clutter on the web.

**PRINT AND BANNER ADVERTISING** delivered to the people who stock and sell music products worldwide. The combination of your display ad in the print and digital editions of *The Guide*, as well as banner advertising linked to your website and your fully searchable online listing, will put your company message in front of every retail buyer, distributor, and rep around the world.

### AN INCREDIBLE FORMULA FOR SUCCESS

Put your message in front of:

- 18,000 dealers and distributors who pay to receive the print and digital editions of *The Purchaser's Guide*.
- 1,366,244 visitors who searched for information online in *The Purchaser's Guide* last year.

### KEYWORD SEARCH

- Whatever product you sell, searches on *The Guide* will be directed to your listing, banner ad, and website based on the keywords you select.

### PRINT ADVERTISING AND BANNER AD

Advertise in *The Guide* and you get your fully searchable online and print listing, display ad in the print and digital publications, and a banner ad linked directly to your website.

## HERE'S HOW IT WORKS

1. Update your listing with the enclosed materials, or online at: [www.musictrades.com](http://www.musictrades.com) (go to *The Purchaser's Guide* area, find your listing and select update).
2. Send the artwork for your ad (specifications appear on the next page).
3. Select the keywords you want to be linked directly to your listing. (Refer to the attached listing form.)
4. Submit your banner or have our art team create it for you.

We take care of the rest. Your listing will be fully searchable online. Your banner ad will link to your website, and your ad and listing will appear in the next edition of *The Purchaser's Guide to the Music Industries*.

**(800) 423-6530**

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## KEYWORD SEARCH DRIVES BUYERS TO YOUR WEBSITE



You can also select generic keywords describing your product, like “guitar,” “piano,” or “bagpipe,” that will drive buyers to your listing in *The Guide* online and your website.

4

And you've introduced your brand to thousands of top buyers!

## HIGH-POWERED BANNER ADS COMPLETE THE PACKAGE!



With your print and digital ad in *The Guide* you also receive a banner ad that is prominently visible whenever your company is searched online and links to your website.

## RATES & MECHANICAL SPECS

### EDITORIAL & ONLINE PROFILE

EASE OF USE AND searchability both in print and online make *The Purchaser's Guide to the Music Industries* the most widely used industry resource. When it comes to finding out "who makes it" or "where to buy it," retailers and distributors always refer to *The Purchaser's Guide to the Music Industries*. Whether you are searching online through Google or using the print or digital publications, *The Guide* is the industry's only reliable and comprehensive sourcebook listing names, addresses, product descriptions, and a host of other facts on more than 4,000 North American suppliers. *The Guide* also includes similar information on over 1,600 firms operating around the world.

Your advertisement in *The Guide*, coupled with an enhanced print and online listing that includes a banner ad and a keyword search function, ensures unmatched visibility with dealers and buyers worldwide. With this type of readership and online visibility, *The Guide* offers the most powerful and cost-effective advertising vehicle in the industry today.

### CIRCULATION & ONLINE VIEWERS

EVERY RETAILER in North America as well as thousands abroad receive *The Purchaser's Guide to the Music Industries* in print and digital formats each year when they pay for a subscription to *Music Trades* magazine. Information in *The Guide* can also be viewed through [www.musictrades.com](http://www.musictrades.com), a site that generates more than 80,000 dealer searches per month. This readership guarantees that your advertisement will be seen by a qualified audience. Total paid circulation: 18,000.

### ADVERTISING RATES

Full Page + online listing, keywords and banner ad . . . . . \$1,000  
 Half Page + online enhanced listing and banner ad . . . . . \$640  
 One Third Page + online enhanced listing and banner ad . . . \$465  
 One Quarter Page + online enhanced listing and banner ad . . \$385  
 Bleed Charge + online enhanced listing and banner ad . . . . . 10%  
 Preferred Position . . . . . 10%  
 Agency Commission . . . . . None

### ONLINE BANNER AD SPECS

125 x 125 pixels or 468 x 60 pixels

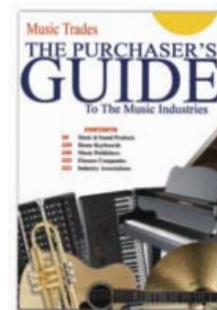
### INSERTION CONTRACT

#### THE PURCHASER'S GUIDE TO THE MUSIC INDUSTRIES®

You are hereby authorized to place our advertisement in the next edition of *The Purchaser's Guide* to occupy \_\_\_\_\_ page for which we agree to pay on publication the sum of \$ \_\_\_\_\_.

Company: \_\_\_\_\_  
 Street: \_\_\_\_\_  
 City/St/Zip: \_\_\_\_\_  
 Tel: \_\_\_\_\_  
 Signature: \_\_\_\_\_  
 Date: \_\_\_\_\_

**THE PURCHASER'S GUIDE®**  
 80 West Street, Englewood, NJ 07631  
 Tel: (201) 871-1965  
 Toll Free: (800) 423-6530 Fax: (201) 871-0455  
 email: [music@musictrades.com](mailto:music@musictrades.com)

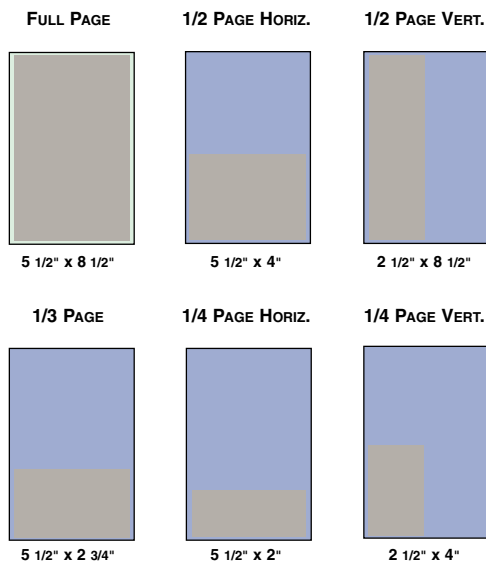


### COLORS

Standard Process . . . . . \$145  
 Four-color Process . . . . . \$400

### AD SIZES

SPACE UNIT	WIDTH	DEPTH
1 page	5 1/2"	8 1/2"
1/2 page horizontal	5 1/2"	4"
1/2 page vertical	2 1/2"	8 1/2"
1/3 page	5 1/2"	2 3/4"
1/4 page horizontal	5 1/2"	2"
1/4 page vertical	2 1/2"	4"



### MECHANICAL SPECS.

Type Page Size . . . . . 5 1/2" x 8 1/2"  
 One Column Width . . . . . 2 1/2"  
 Two Column Width . . . . . 5 1/2"  
 Bleed Size . . . . . 6 7/8" x 10 1/4"  
 Trim Size . . . . . 6 3/4" x 10"  
 Screen . . . . . 133