



Celebrating our four year anniversary (with a born-on date of March 2006), we are constantly attracting professional and pro-level musicians from all over the world. In other words: we're still doing what we promised we would when we started.

So many magazines cater to the average musician, but not MusicPlayers.com. Our readership is composed of serious musicians and pro-level players, with over 125,000 unique visitors each month and growing. Our readers come to us to learn what's hot and what's happening in the industry, and we deliver. Whether we are serving up an in-depth product review, tutorial, or feature article, there is no better place for a MI manufacturer to reach professional musicians and consumers of high-end instruments and recording gear than at MusicPlayers.com.



“Our Feature Stories have the highest readership on our site”

Advertising in one of our Feature Stories is a great way to gain wide-spread exposure. We offer a large pop-up ad at the opening of an article, a leaderboard ad at the top of an article, and a box unit within the text of a story (when content appropriate). We do not charge a premium for advertising in this section.



“Our Review Sections are so Popular”

Each of our six Review Sections is a great vehicle to market an industry specific product. There are many advertising option for each of these sections, as well as the Review section home page. (*Please review* “Ad Positioning Guidelines and Rotation for 2010.”)

With an ever-expanding **Guitar Review Section**, nothing is overlooked. This section includes: Guitars, Guitar Amps, Guitar Pedals, Guitar Rack Gear, Guitar Accessories, and Guitar Computer Software. *When a professional guitar player needs to know about the best guitar products – they come to us.*



For the **Bass Guitar Player** we cover: Bass Guitars, Bass Amps, Bass Effects, Bass Pedals, Bass Accessories, and Bass Software. *When a professional bass guitar player needs to know about the best bass guitar products – they come to us.*

Our in-depth **Keyboard Reviews** include: Keyboards, Synths, Workstations, Soft-Synths, Virtual Instruments, Keyboard Effects, MIDI Controllers, Keyboard Accessories, and Miscellaneous Software products. *When a professional keyboard player needs to know about the best keyboard gear – they come to us.*

Our **Drums Reviews** include Drums, Cymbals, Electronic Drums, Hardware, Accessories, and Software. *When a professional Drummer/ Percussionist/Rhythmist needs to know about the best drum gear – they come to us.*



If your products serve the **Recording** and **Live Sound** markets, we are there with what artists need to know, covering Mics, Preamps, Channel Strips, Monitors, Digital Audio workstations (DAWs), Recording Software, Recording Plug-ins, Co-processing Cards, Books, Videos, and Live Sound Hardware. *When a professional Recording or Live Sound Engineer needs to know about the best studio and live gear – they come to us.*

And, if you're a record label or PR agency representing musical artists, our **New Music** reviews have you covered, too. We review new music CDs, DVDs, and books each month, and let readers know what we think from the perspective of a serious music listener. We can also review *your new music*. *When a serious musician or engineer wants to discover quality music with real talent and high production values – they come to us.*

“We have in-depth educational Tutorials”

This is a great area for advertisers to promote their products as part of an educational program. Our tutorials cover every part of the MI Industry, so there are many opportunities for product-specific advertising exposure.

“Maybe you like the News?”

Our readers do, and we give it to them. We publish relevant new releases every week and automatically notify our Facebook and Twitter fans and followers. We deliver news about Guitars, Bass Guitar, Keyboards, Drums, Recording, Live Sound, Musical Artists, and the industry in this section. (Please review “Ad Positioning Guidelines and Rotation for 2010.”)



What else ya got @ MusicPlayers.com ??

- All current advertisers get links to their websites from our published product reviews and other features that talk about their products.
- An uncluttered, visually pleasing website where your advertisement doesn't get lost among fifty other ads on a page (which is common on most other websites).
- Discounted rates for combined advertising campaigns (two or more ads running at the same time).
- Cost-per-click advertising options, available and quoted upon request.
- All ads rotate throughout our site in suitable, product-specific areas that match the content of the supplied ad, giving maximum exposure to qualified readers and buyers. (Please review “Ad Positioning Guidelines and Rotation for 2010.”)
- **All new for 2010 – Large Pop-Up Ads, requiring readers to take action before reading.**
- With rates starting as low as \$7/CPM, anything is possible!
- We are committed to building and maintaining the best on-line magazine for professional and pro-level musicians, and we are committed to exposing them to the products they should know about.
- We are committed to working with our advertisers to help their business grow.

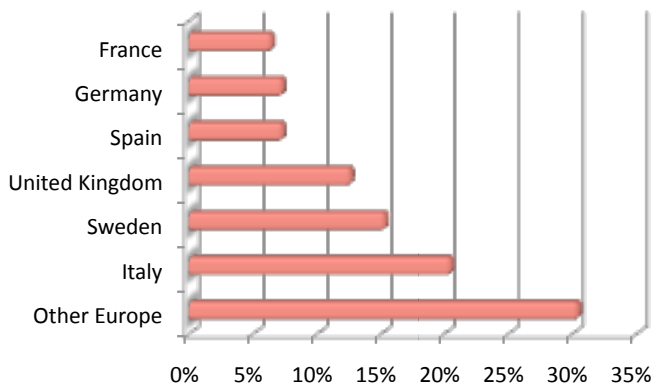
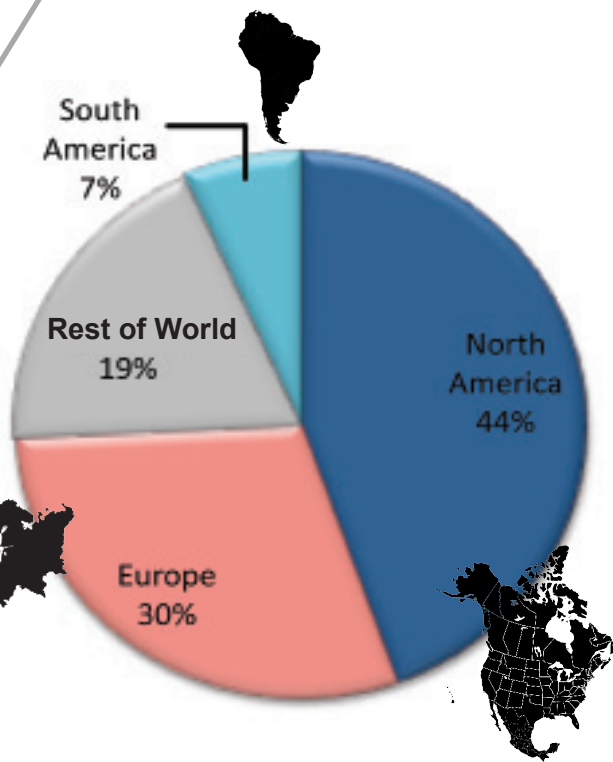
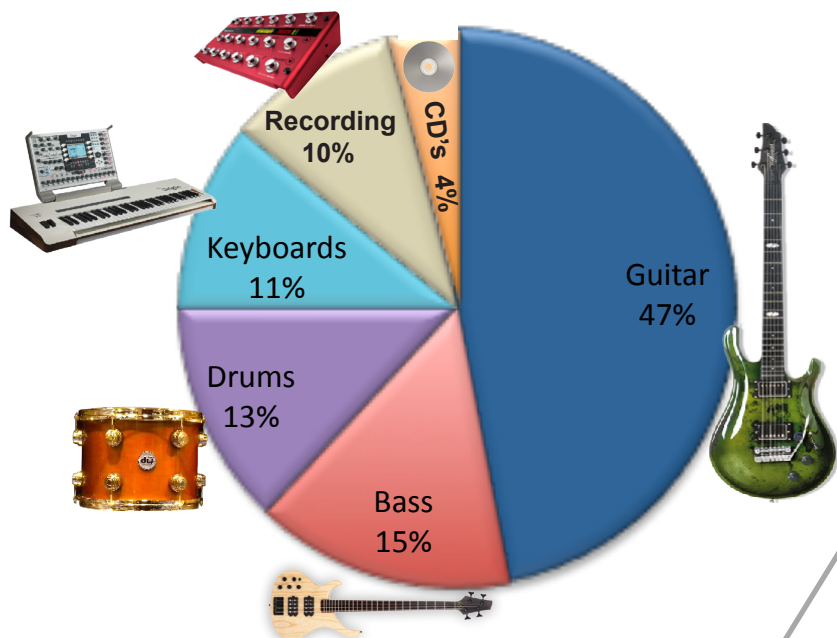


Demographics

of our Product Review readers

"What they read and where they come from"

Popularity of review content by category over the past twelve months



Serious Musicians Worldwide Choose MusicPlayers.com for the Best Pro Gear Reviews

advertising@MusicPlayers.com





Ad Positioning Guidelines and Rotation for 2010

Leaderboard/Exclusive Banner

Rates start @ \$19/CPM. Size: 728 x 90 or 744 x 90



- Rotate in these areas:
- 1) Top of Home Page
 - 2) Top of Feature Stories & Interviews - Main Page
 - 3) Top of Reviews - Main Page

Full Banner Ad

Rates start @ \$11/CPM. Size: 468 x 60



Rotate in these areas:

- 1) Top of all individual Review Sections:
Guitar, Bass, Keyboards, Drums, Recording,
CDs/DVDs/Books
- 2) On the Main Page of Reviews, just below the review icons, standing alone (no other ad at the side).
MusicPlayers.com exclusive position.
- 3) In the content of Feature Stories & Interviews, as appropriate.
- 4) Top of Tutorial Section
- 5) Top of News Section

All New for 2010

Large Pop-Up Ad

Rates start @ \$100/CPM. Size: 550 x 480

Rotate in these areas:

Any individual feature story, review or tutorial can be prefaced by a pop-up ad. Rotation will be determined by the content of the supplied ad. Extra-Extra: For a premium you can tie a pop-up to a specific review, feature or other content.

Please call for rates.

973-513-9188

1/2 Banner Ad

Rates start @ \$7/CPM. Size: 234 x 60



Rotate in these areas:

- 1) Top of all individual Review Sections:
Guitar, Bass, Keyboards, Drums, Recording,
CDs/DVDs/Books
- 2) On the Main Page of Reviews, just below the review icons, standing alone (no other ad at the side).
MusicPlayers.com exclusive position.
- 3) In the content of Feature Stories & Interviews, as appropriate.
- 4) Top of Tutorial Section
- 5) Top of News Section

Box Unit Ad

Rates start @ \$25/CPM.

Size: 300 x 250 or 250 x 250



Rotate in these areas:

- 1) On the Main Page of Feature Stories and Interviews
- 2) In the content of Feature Stories & Interviews, as appropriate
- 3) On News Release index/listing page.