

Online Advertising Media Kit

Including Advertising Specifications and Rate Card as of June 1, 2008



A TARGETED NETWORK OF SITES

- Global Media sites target a unique audience of working professionals and up-and-coming talent in the film, television and music industry.
- Our sites feature “must-read” breaking news, in-depth articles and need-to-have information such as current job listings for industry pros

A HIGHLY QUALIFIED AUDIENCE

- Upscale, loyal audience looking for current industry information
- Global Media sites are visited by working professionals in the industry
- An “at-work” audience looking for technology and business news and information
- Comprised primarily of business decision-makers who own their own businesses
- Typical Personal Studio investment: \$70,000+
- Typical annual expenditures on studio related items: \$11,000-\$23,000+
- Purchase decisions are business decisions

A POWERFUL ARRAY OF ADVERTISING OPPORTUNITIES

- Our unique advertising opportunities offer advertisers new ways to reach targeted audiences that are growing every day.
- Online display advertising, email advertising, email broadcasts
- Streaming audio and podcast advertising
- Live events, awards and competition venues



POWER YOUR ADVERTISING WITH THE #1 NAME IN FILM & TELEVISION MUSIC INDUSTRY INFORMATION AND NEWS

Global Media's strong, innovative multi-platform integration capabilities can ensure you create a compelling advertising campaign that reaches all your objectives and desired audiences through advertising online, email, and at live industry events.

Find out more about Global Media Online advertising opportunities and the most suitable package for you.

Contact us at:

Global Media Online

Digital Media Sales
23360 Valencia Boulevard
Suite E-12
Valencia, CA 91355
1-888-910-7888 ext 702 or
(310) 209-8263 ext 702

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FILM MUSIC MAGAZINE



The Professional Voice of Music for Film & TV

www.filmmusicmag.com

Film Music Magazine is where a growing audience of upscale, loyal users go for the day's top headlines, industry financial information, technical updates and information, and current editorial plus practical information on topics ranging from orchestration to music preparation to studio recording techniques.

Ad Opportunities:

- Top Banner: 468x60 in the top header of the page - **\$150/month**
- Featured Rectangle: 300x250 above the fold - **\$150/month**
- Small Square: 125x125 - **\$50/month**

All ads are ROS (run-of-site)

E-MAIL NEWSLETTERS AND NEWS ALERTS

FILM MUSIC NEWS

Published weekly delivers current news to users with links to online sites. Many users scan this email newsletter first, then decide which articles and columns to read. Circulation 17,000+ opt-in industry readers as of June, 2008.

Ad Opportunities:

- 50-word Text Ad plus URL hyperlink at top area of the newsletter - **\$125/broadcast**

FILM MUSIC UPDATES

Updates on technology and other products and services of interests to our readers. Circulation 14,000+ opt-in industry readers as of June, 2008

Ad Opportunities:

- Sponsorship of entire email broadcast - dedicated email for your product/service - **\$450/broadcast**
- Single Paragraph Text - 50 words including hyperlink, shared w/other products - **\$125/broadcast**



THE FILM MUSIC NETWORK

The Film & TV Music Industry's Largest
Professional Trade Organization

www.filmmusic.net | www.filmmusicjobs.com

As the film and television music industry's largest and leading professional trade organization, our focus is on career information, job leads, and strategic information that our members and readers can use to advance their careers and increase their income. The Film Music Network site includes up-to-the-minute job listings and our Film Music Jobs site with detailed job listings presented on a single easy-to-digest page.

Ad Opportunities:

- Run of Site Top Banner: 468x60 in the top header of the page - **\$150/month**

E-MAIL NEWSLETTERS AND NEWS ALERTS

FILM MUSIC JOBWIRE

Hot job announcements for composers, songwriters, bands and others delivered to our opt-in JobWire email list as they are published. These job announcements are among our most popular email publications and often go to the top of reader's in-boxes for priority reading. Circulation 9,000+ opt-in industry readers as of June, 2008.

Ad Opportunities:

- 50-word Text Ad plus URL hyperlink at the top area of the JobWire - **\$125/broadcast**



FILM MUSIC RADIO

Streaming Audio Interviews and Podcasts

www.filmmusicmag.com

Film Music Magazine's growing list of audio productions under the Film Music Radio banner are available for streaming or download worldwide, and include:



- **On The Score** featuring Film Music Magazine's Daniel Schweiger interviewing top A-List composers about their careers, their music and more.
- **The Mark Northam Show** featuring Film Music Magazine publisher Mark Northam conducting candid interviews about current events including financial and business aspects of the industry.
- **Music Tech Today** featuring Film Music Magazine's Peter Alexander discussing the latest in technology news about sample libraries, computers, digital audio, studio gear and much more.

Ad Opportunities:

- **Show Sponsorship** - Exclusive visibility - only one sponsor per show. Includes mention along with show name as "sponsored by", featured 20-second pre-roll audio before the show content, and one 30-second audio ad during the first show break - **\$250/broadcast**
- **Audio Spot** - 30-second spot during second show break - **\$85/broadcast**
- Top Banner - 468x60 in the top header of the page - **\$150/month**
- Featured Rectangle - 300x250 above the fold - **\$150/month**



THE ROYALTY REPORT

The Business of Music Royalties Worldwide

www.royaltyreport.com

The Royalty Report is a music industry online magazine focused exclusively on the rapidly changing world of music royalties and the digital distribution of music and read by attorneys, accountants, business managers, and other financial professionals working in the business side of the music industry. Our growing audience of upscale readers look to The Royalty Report for top music business financial headlines, in-depth articles on music royalties and royalty societies worldwide, financial updates on major industry players, music tech stock updates, and more.

Ad Opportunities:

- Top Banner: 468x60 in the top header of the page - **\$150/month**
- Featured Rectangle: 300x250 above the fold - **\$150/month**
- Small Square: 125x125 - **\$50/month**

All ads are ROS (run-of-site)

E-MAIL NEWSLETTERS AND NEWS ALERTS

Royalty Report News - Published weekly delivers current news to users with links to online sites. Many users scan this email newsletter first, then decide which articles and columns to read. Circulation 5,000+ opt-in industry readers as of June, 2008.

Ad Opportunities:

- 50-word Text Ad plus URL hyperlink at the top area of newsletter - **\$125/broadcast**

STREAMING AUDIO AND PODCASTS



Royalty Talk - Weekly podcast available via download or streaming audio focused on royalty and music industry financial news.

Ad Opportunities:

- **Show Sponsorship** - Exclusive visibility - only one sponsor per show. Includes mention along with show name as “sponsored by”, featured 20-second pre-roll audio before the show content, and one 30-second audio ad during the first show break - **\$250/broadcast**
- **Audio Spot** - 30-second spot during second show break - **\$85/broadcast**
- Top Banner - 468x60 in the top header of the page - **\$150/month**
- Featured Rectangle - 300x250 above the fold - **\$150/month**



www.muse411.com

Muse411 is a widely-used online music industry directory featuring music demo links, pictures, comprehensive contact information and more for thousands of music industry professionals. With free basic listings, the directory is used widely as a user-maintained central reference for music industry personnel including musicians, singers, composers, songwriters, bands, attorneys, managers, and more.

Ad Opportunities:

HOME PAGE - Main Gateway to the Directory

- Top Banner: 468x60 in the top header of the page - **\$100/month**
- Side Rectangle: 220x90 on the left navigation strip - **\$50/month**

INTERIOR PAGES - Listing Detail Pages

- Top Banner: 468x60 in the top header of the page - **\$100/month**
- Lower Rectangle: 160x80 directly underneath the listing details - **\$50/month**



www.demochek.com

DemoCheck.com provides online music education worldwide through individual reviews of music by top industry professionals. Includes comprehensive review services for music composition, songs, musical performances, vocal performances, and more.

Ad Opportunities:

- Run of Site Top Banner: 468x60 in the top header of the page - **\$100/month**



www.orchestrationforum.com

Muse411 The Orchestration Forum is an online forum dedicated to the art, craft and technology of music orchestration, with an emphasis on orchestration for film and television. Renowned orchestration teacher Steven Scott Smalley maintains an exclusive online presence on this forum and answers questions about orchestrating technique.

Ad Opportunities:

- Run of Site Top Banner: 468x60 in the top header of the page - **\$75/month**

Ad Specifications

Online Display Ads

AD UNIT	DIMENSIONS	FILE TYPES	GIF/JPG FILE SIZE	FLASH FILE SIZE	ANIMATION
Top Banner	468 x 60	GIF, JPG, Flash	35k	40k	up to 3 loops; 15 seconds max (combined)
Featured Rectangle	300 x 250	GIF, JPG, Flash	35k	40k	up to 3 loops; 15 seconds max (combined)
Side Rectangle	220 x 90	GIF, JPG	35k	n/a	n/a
Small Rectangle	160 x 80	GIF, JPG	35k	n/a	n/a
Small Square	125 x 125	GIF, JPG	35k	n/a	n/a

Ad Specs - Email Text Ads

AD UNIT	SIZE	NOTES
Text Ad	50 Words + Link URL	<ul style="list-style-type: none"> * Text-only ads are inserted at the top of emails just under the title area. * Up to 2 paragraphs maximum * No ALL-CAPS ads allowed * URL appears on a separate line below the ad * No HTML markup allowed, including italics, bold/strong, underline, etc.

Ad Specs - Streaming Audio/Podcast Audio Ads

AD UNIT	LENGTH	NOTES
Audio Spot	30-second interstitial or 20-second pre-roll	<ul style="list-style-type: none"> * Audio file must be mono MP3 files at 56k, 22.050kHz * All music must be pre-cleared for performance rights (ASCAP/ BMI/SESAC) and performer's rights (SoundExchange)

Submitting Advertising Materials

To upload ad files directly using your Internet browser program:

1. Go to www.globalmediafiles.com and choose film music weekly from the list of Global Media publications.
2. Enter your contact information and a short description of what you're uploading it is for, then click "Select files to send (Regular upload)".
3. Select your file(s) to be uploaded using the "browse" button—one file per blank. Please use ZIP or Stuffit file compression - ".exe" files are not allowed. Click on the "Upload & Send" button at the bottom of the screen to begin the upload. You will see a message once the upload process is complete.
4. We will be notified automatically when your file(s) are uploaded and will email you once we've checked your files.