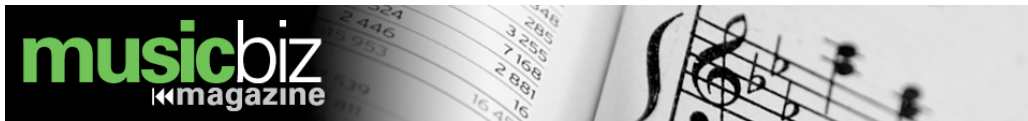
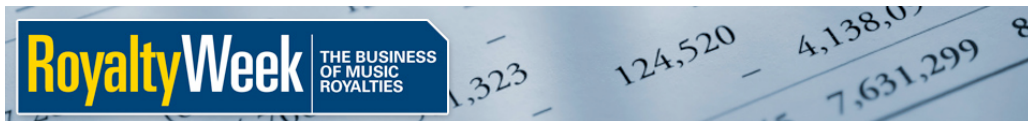


Online Advertising Media Kit

Including Advertising Specifications and Rate Card as of January 1, 2011



▶ TARGETED NETWORK OF SITES

- Global Media Online sites target a unique audience of working professionals and up-and-coming talent in the music industry and focus on what matters to these individuals the most: making money from their musical talent.
- Our sites feature “must-read” breaking news, in-depth articles and need-to-have information such as current job listings for industry pros

▶ HIGHLY QUALIFIED AUDIENCE

- Upscale, loyal audience looking for current industry information
- Global Media Online 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

▶ 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

Global Media Online’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 best package for you.

Contact us at:

Global Media Online
Digital Media Sales
8605 Sunset Boulevard
Suite 14625
Los Angeles, CA 90069

Mark Northam
Advertising Sales Director
mark@gmocorp.com
1-888-910-7888 ext 702 or
(310) 209-8263 ext 702



FILM MUSIC MAGAZINE

The Professional Voice of Music for Film & TV

www.filmmusicmag.com

Film Music Magazine is an online publication read by a growing audience of upscale, loyal industry pros who need know about the film and television music industry's top headlines, financial information, technology 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**
- Feature Display Ad: 250x250 - **\$150/month**

All ads are ROS (run-of-site)

E-MAIL NEWSLETTERS AND NEWS ALERTS

FILM MUSIC NEWS TEXT ADVERTISING

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.

Ad Opportunities:

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

FILM MUSIC NEWS DEDICATED EMAIL BROADCASTS

Your sponsored, dedicated email promoting your product or service published as a Film Music News email.

Ad Opportunities:

- Sponsorship of entire email broadcast - dedicated email for your product/service - **\$750/broadcast**



ROYALTY WEEK MAGAZINE

The Business of Music Royalties

www.royaltyweek.com

Royalty Week is a music industry online magazine focused exclusively on the rapidly changing world of music royalties and the digital distribution of music. Royalty Week is 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 Royalty Week for top music business financial headlines, in-depth articles on music royalties and royalty societies worldwide, financial updates on major industry players, and more.

Ad Opportunities:

- Top Banner: 468x60 in the top header of the page - **\$150/month**
- Feature Display Ad: 250x250 - **\$150/month**

All ads are ROS (run-of-site)

E-MAIL NEWSLETTERS AND NEWS ALERTS

THIS WEEK IN ROYALTY WEEK

Published weekly, delivers current news highlights to users with links to online articles. Many users scan this email newsletter first, then decide which articles and columns to read.

Ad Opportunities:

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



MUSIC BIZ MAGAZINE

The Business of Music

www.mbzmag.com

Music Biz Magazine is where successful music industry pros go for the day's top music business headlines, industry financial information, technical updates and information, and current editorial plus practical information on topics ranging from financial planning to legal strategy. Music Biz Magazine provides in-depth, industry-wide coverage of business issues that matter to musicians, producers, songwriters, agents and more.

Ad Opportunities:

- Top Banner: 468x60 in the top header of the page - **\$150/month**
- Feature Display Ad: 250x250 - **\$150/month**

All ads are ROS (run-of-site)

E-MAIL NEWSLETTERS AND NEWS ALERTS

MUSIC BIZ NEWS

Published weekly. Delivers current news highlights to users with links to entire articles online. Many users scan this email newsletter first, then decide which articles and columns to read.

Ad Opportunities:

- 50-word Text Ad plus URL hyperlink at top area of the newsletter - **\$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. Our job listings are a priority online location for thousands of industry pros each week seeking new opportunities for their music in film, television and video games.

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

Late-breaking 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.

Ad Opportunities:

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



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**

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)