

advertising with the music index

THEmusicINDEX™ is a popular music portal, featuring a range of CDs, merchandises and services.

Visitors are attracted to a massive free-access database featuring over 26,000 albums, and based on reviews appearing in "Q" magazine. (One of the UK's most popular mainstream music magazines).

THEmusicINDEX™ is well-placed in all the major search engines, and frequently comes out well in searches for "rock", "music", and "database".

Advertising with THEmusicINDEX™ is an ideal and cost effective way to reach your target audience. For the smaller independent, or artist, it is an opportunity to showcase product at minimal cost. For the larger label it is an effective way of broadening your marketing campaign via the Web, complementing traditional offline media. Unlike much traditional media, it is possible to finely tune and target your advertising as a result of statistics even during the campaign.* We can tell you exactly how many visitors have viewed your advert or banner. You can modify your advertising during the campaign and, additionally, you will be able to track "click-throughs" to your own site from "The Music Index".

THEmusicINDEX™ is also ideal for any music-related business, from retail to services.

*statistics are supplied monthly

For further information, please do not hesitate to contact David Randall on 0151 336 6199 (Mobile 07801 903667)

NOTES

CPM (Cost per thousand impressions)

Our rates are correct at 1.01.00 and are based on current site impression statistics. We continually monitor statistics during the period of your advertising. For example, if you take out a three-month series (@1000 page impressions per month) we will let you know when 3000 page impressions has occurred to allow you to increase your advertising if appropriate.

RUN-OF-SITE

Your ad can run on each of our three nominated advertising pages for the duration of the campaign. (See Rates Sheet)

PRODUCTION OF ARTWORK & COPY

The advertising cost includes the cost of basic banner production. You can, of course, supply your own. (400 x 60 pixels)

rates

1. Banner Advertising (CPM)

- | | |
|--|---------|
| (i) Linked to your website | £15 |
| (ii) Linked to a dedicated sales page
(includes the cost of iv. below) | £25 |
| (iii) Run-of-site
(banner placement on three most popular pages*) | add £10 |
| (iv) Advertorial
(approximates to A4 with up to 200 words of copy) | £15 |
| (v) Mailback fill-in-form
(sends email to your email address) | £10 |

Packages

(e.g. ii and iii above) £30

Series discount

3 months

eg (ii and iii above) £80

based on 1000 impressions per month

(CPM= cost per thousand impressions)

Targeted email (per 1000 mailings) £10

advertising pages

*The following are our current advertising pages

<http://www.themusicindex.com/index.htm> (Home page)

<http://www.themusicindex.com/register.htm> (Registration page)

<http://www.themusicindex.com/indexXXX.htm> (Dynamic page—allows database search)

in summary...

THEmusicINDEX™ Web Advertising offers:

- Finely targeted advertising to a dedicated customer base;
- Flexibility – you are not committed to a minimum spend;
- Value for money – rates are highly