

# THE POWER OF



Reach 39,000+ Internet savvy consumers who love music and proactively seek the most credible information about products and services. Our registered users have significant discretionary incomes and represent a substantial market for *electronics, complimentary services, audio equipment, cool clothes, travel and a variety of other products and services*

**MONTHLY SITE TRAFFIC\***

- 5 Million Impressions
- 39,000 Registered Users

**THE INDUSTRY RESOURCE AUDIENCE\*\***

- 58% Male 42% Female
- 72% Age 21-34
- 65% Attended/Graduated College
- 61% HH Income \$48,000+

\* Source: AWStats 09/04    \*\*Source: TIR Data Source 2004

## ADVERTISING & MARKETING SOLUTIONS

**Advertising Opportunities:** Tower Ads, Banners Ads, Rich Media Units (Flash Animation, etc), Pop Ups & Transitional Ads

**Custom Opportunities:** Exclusive Sponsorships, Event Sponsorships, Promotions, Contests and Integrated Marketing Solutions

## CUSTOMIZED SPONSORSHIPS

**The Buzz:** Every two weeks an artist is profiled on the site (see the Buzz). This area of the site experiences high volume traffic from artists, industry professionals & fans. Therefore, it is a great vehicle for marketing products towards all audiences

**Industry Roll Call:** Is a unique service that allows artists to submit songs in streaming format directly to opportunities posted by Industry Professionals

**Artist Gallery:** Fans, Artists and Industry Professionals visit the Artist Gallery to see pictures of the hottest bands performing around the country and around the world

**Your Big Break:** We frequently hold contests for our artist community. This is great platform to position online and offline promotional materials to participants, judges and fans of Indie music

## EMAIL & NEWSLETTERS

**EMAIL:** Reach 50,000+ subscribers by using rich media or text based email ads. Customize your marketing initiative by emailing a broad or targeted demographic

**Newsletter:** Reach 50,000+ subscribers with a banner, tile or text ad in The Industry Resource's FREE bi-weekly newsletter--The Industry Reporter

## CREATIVE DEVELOPMENT

**Custom Creative:** Our team of highly trained professionals can you help you create ad components that will capture and convey your company's message. Flash, Banner Ads, Pop Ups, etc, 468x60, 300x250, 600x120, etc. Additional fees will apply

**FOR RATES AND INFORMATION, CONTACT: DAMON CLEVELAND: +1.917.406.2875  
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