



## HM 2007 Compilation Disc Project

**YOUR FULL LENGTH TRACK ON THE CD** (7,000 units manufactured and distributed at GMA week in April, Cornerstone Festival, Purple Door (and other festivals) and to ALL paid subscribers of HM – and used as a subscription premium while supplies last. (Value: \$1000)

**HM PODCAST SPECIAL EDITION** “2007 Comp Special Edition” will feature the entire compilation (possibly broken into two casts) and sent out to all Podcast Subscribers AND streamed at Monsterpod. (\$750 Value)

**FULL PAGE COLOR AD** HM will create a full page color ad (or two page spread depending on participation) to promote this compilation CD package. The ad will include the name, song name, web site and a small photo of EVERY band / song on the disc. (Value: \$500)

**MASS EMAIL** HM will create a special dedicated HTML mass email of the same ad (including photos, blurbs and LINKS) and will send it to the entire HM opt-in email list at least twice (May and July.) (Value \$500 x 2 = \$1000)

**ADDED EXPOSURE** Compilation will be featured at HM’s booths at festivals and events and will be played between bands at the Cornerstone HM Stage.

7,000 CDs Distributed  
13,000 Print Mag Ad Exposures  
30,000 + Podcast Listeners  
10,000 opt-in E-Mail Newsletter Subscribers (x 2)  
Thousands will hear the CD at festivals and at HM booths. (value unknown)

Well over 70,000 HIGH VALUE impressions for your music.

Package Value Well Over \$3000

### **Total package price only \$1500**

(Additional songs only \$1000 each. See below for placement options)

**Compilation Title Sponsorship** - \$2500 (logo on front and back of package and on all ads, etc. Includes full page color ad in HM 125 (May/June) for sponsor exclusively)

*All Songs Subject To Approval of HM Magazine Staff*

**PLACEMENT** Placement preference will be given based on date / time insertion order is signed and returned. The first to confirm get the best slots. However, the first three tracks on the CD are valued at \$2500 (1<sup>st</sup> track) and \$2000 (2<sup>nd</sup> and 3<sup>rd</sup> tracks.)

**BONUS** All participants on compilation disc project will get 10% off card rates on any ads placed in HM 125 (May/June) if confirmed before March 21<sup>st</sup>, 2007.