



Indie music is the bomb! It is the life-blood of the music world and HM loves it!

There are only so many pages available in each issue of HM, and so many slots on any of our compilation CDs... but we have an idea that should be of serious interest to any independent bands listening.

As an independent artist myself, as well as a former retailer and magazine publisher, I am completely aware of the physics of independent artistry. It's what I call the "Inertia of Independence." A band at rest tends to get nowhere, but a band or artist in motion tends to stay in motion if that band is smart about how to feed that motion. Maybe I'm stretching the metaphor too far, but the bottom line is that you have an opportunity to get some momentum working in your favor here, with a special package in HM as a sort of spark, or catalyst.

We are offering a special advertising package in HM ~ **ONLY** ~ to indie artists and indie labels. Check this out right away and tell me if you're interested. We debuted this offer in the January/February issue and sold out in TWENTY MINUTES!

The Indie Micro-Pack Includes:

- Eighth Page Full Color Ad in HM (\$152 value)
- Special Plug in the E-Newsletter (\$499 value)
- Your MySpace Link moved to the "Top Friends" area of HM's MySpace page (value added)
- A special mini-feature in the November podcast with a clip of your music and a plug for your website (\$750 value)

It's hard to value this package accurately, as parts of it are not "for sale," normally, but the print ad, e-newsletter plug and podcast plug are worth at least \$1400. But we are going to offer this package to high-quality indie artists for a limited time for only \$499!

Did we mention that there will probably be at least 20,000 people hearing your spot on the podcast? Did you know that around 13,000 + will see your ad in HM? Nearly 10,000 people get the HM e-Newsletter! I'm pretty sure you're not going to be able to generate over 50,000 impressions for your music for \$499 any other way this year!

Your print ad would be due Wed March 28th – along with payment (we take credit cards btw.)

Email me personally right away if you want to get in on this. Time's a wastin!

John J. Thompson – JJT@GyroscopeArts.com

PS – HM reserves the right to refuse this offer to any artists or releases that do not meet our standards for play on the HM podcast.