

# [print advertiser benefits]

## Why You'll Want to Advertise with Us

Advertising with Musical America is more than a print ad, it is a valuable, all-encompassing marketing program designed to maximize your exposure at one price.

As a part of the Directory, your ad and the information in it are distributed FREE to thousands of buyers of talent in print and in our new digital edition. **And your ad will be hyperlinked to your Web site.**

AND all of these additional benefits are included when you advertise:

- **FREE** E-newsletter banner ad (with a ½-page or larger ad)
- **FREE** copy (ies) of Musical America
- **FREE** access to digital edition
- **FREE** unlimited updates to your online listings
- **FREE** unlimited online postings of your press releases
- **FREE** unlimited online postings of your events

**54% of readers visited an advertiser's Web site as a result of reading an ad in Musical America\***

\*Source: Survey of Festivals, Opera Companies, Orchestras, and presenters worldwide Jan 2009