

www.banddirector.com

Band Director Media Group

- Presents -

www.banddirector.com

The #1 On-line Resource For Band Directors

2004
Summer Music Camp
Guide

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www.banddirector.com

About www.banddirector.com

First appearing on the Internet in August of 2003, www.banddirector.com has developed into one of the best on-line resources for school band directors. The purpose of the site is to bring useful information to band directors through the tools available on the internet such as live chat, discussion boards, on-line purchasing, articles by fellow band directors, links to companies in the music industry, and more.

Currently, www.banddirector.com averages 350,000 hits per month, a number that has been steadily increasing since August of 2003. Through marketing tactics such as direct mail, a "recommend this site" link on the home page, and word of mouth, we have reached thousands of band directors throughout the country. Banddirector.com will continue to grow in the future as more directors and companies in the music industry support the site. We offer your company a unique on-line opportunity to reach band directors through various advertising programs that you will not find in other media such as magazines, direct mail, or other websites. This media kit is designed to give you a general overview of what we offer, and please keep in mind that we also offer custom advertising opportunities that may not be listed in this media kit. Please call for more information.

Summer Music Camp Guide

Reach a targeted audience.

Band directors are often the primary influence on the music-related decisions of a young band student. Band directors will use the 1st annual Summer Music Camp Guide to help them select the best music camps for their students, and will also refer students directly to the guide to search the country for a summer music camp that most interests them. Also, attract those students in school music programs using the www.banddirector.com feature "build your own website". Here, band directors use this program to create a website for the band, and a link to the Summer Music Camp is included on each web site created. Directors also have the option of searching the Summer Music Camp program for workshops and clinics that are available to hone their skills while they have a break from teaching.

Easy to use, interactive, and informative.

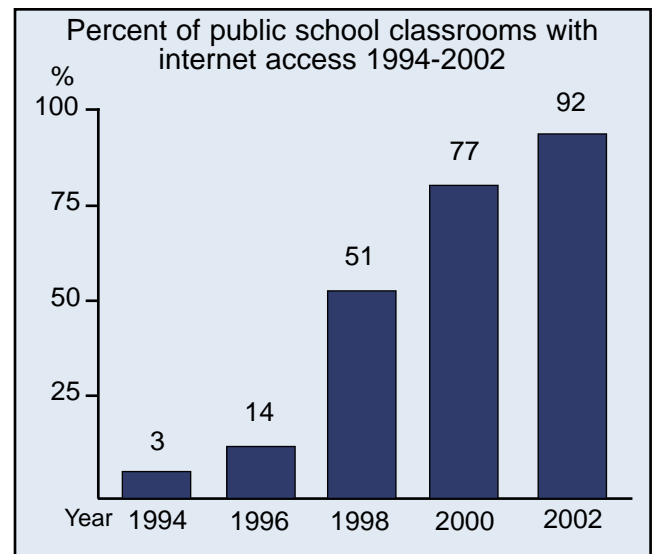
Compared some printed guides that offer encrypted codes representing the courses and activities of your camp, our Summer Music Camp Guide gives you a full range of interactive opportunities to reach your potential customers. Through our listings, viewers can learn about your camp through the following services (premium listings):

- Search by region and state.
- Search for camps for students or teachers
- Detailed information about musical and non-musical courses and activities, dates, cost, age groups, application deadline, contact information, and more.
- Request information and brochures via an e-mail address of your choice.
- View camp photographs.
- Automatically locate your camp on mapquest.
- Click through directly to your website to learn more.

Benefits of advertising on www.banddirector.com

Potential customers are on-line. Internet use in society has grown at lightning speed as websites have become a prominent source of information for business and personal research. For many, the internet is the first place they go to find information instead of printed resources and accessing the internet in schools and band room offices has never been faster or easier:

- 99% of public schools have some sort of internet access. This figure was only 3% in 1994.
- 92% of public schools have internet access directly in the classrooms.
- 85% of schools with internet access use a high-speed connection such as a T1 line.
- The vast majority of band directors have a computer with internet access in their office and/or at home.
- With approximately 55,000 band directors across the country with internet access, the potential coverage is greater than most types of media commonly used to reach school band directors, at a fraction of the cost.



Data from National Center for Educational Statistics report: Internet Access in Schools and Classrooms 1994-2002

Effective and interactive. Unlike print advertising, banddirector.com allows summer camps to use the latest on-line technologies to attract band directors and students to their own websites to provide detailed information and increase enrollment.

- On-line ads increase awareness of your camp, even without click throughs.
- Users of banddirector.com can click through your listing to view your website and learn more about your camp, request more information, or apply online.
- Compared to print advertising, band directors and students are more likely to take action while on-line, such as request information, send an e-mail, or pick up the phone.

Increase traffic to your website. We know that creating a website for your camp takes an enormous amount of time, energy, and funds. Even if your website is the most impressive on the internet, your efforts and money are wasted unless potential customers locate and use your site. By listing your camp in the Summer Music Camp Guide on banddirector.com, your ad will draw band directors and their students to your website, increasing the traffic and enrollment through your site. The money your company spent on developing the site could be earned many times over.



Advantages over other types of media

Visibility - Online ads offer a huge potential to be viewed by band directors and students, considering the vast majority of the nearly 55,000 band directors in the United States have internet access in their homes and offices. The coverage your advertisement received in a magazine or bulk mailing is limited to the number of pieces sent in the mail.

Instant access - At any time, 24 hours a day, 7 days a week and 365 days a year band directors and students can visit www.banddirector.com to see new articles, share ideas on the discussion board, chat live with fellow directors and view *your* website through advertisements. None of this is possible with print advertising that arrives typically once a month (or less frequent), and is not interactive like a website.

Update your listing at any time - Through your personal account with password, you can change all aspects of your listing, including logo, text, photographs and details about your camp. With a magazine, you must wait until the next issue (usually at least a month) to change your message to potential customers.

The Internet is here to stay - As indicated in the graph above of internet access in schools, the world wide web has become the primary source of information in our society. If a band director or student wants instant information, they are not as likely to open a book or magazine and search through the pages as they would have ten years ago. Today they open a web browser and search for information on the internet. Banddirector.com brings together all of the useful information a band director needs in one, easy to use site.

Cost Effective - Anyone who advertises in prominent magazines for school band directors knows it is an expensive endeavor. To run a full page in every issue of a magazine can run into the tens of thousands of dollars per year. On banddirector.com, a company can run an interactive, updatable, visible advertisement that is linked to their website for a whole year, **for less than one quarter page in one issue of a magazine**. Many types of advertisements are available on www.banddirector.com, and we are ready to customize each ad for your needs at a price you can afford.

Listings start as low as \$10 per month!

Call Shane at 847-459-7135 to get started on
www.banddirector.com



Listings and advertising options

Premium Listing

Premium listings are the most informative, interactive, and prominent listings in the Summer Music Camp Guide. Camps are given a username and password for access to their own administration panel to enter and update information. The Premium Listing offers the following services:

Listing

- Title of camp in bold, colored heading
- Banner of camp logo, linked directly to camp website
- Paragraph describing camp (text supplied by camp)
- Pertinent information supplied: location, application deadline, size of camp
- "Request Information" button linked to form for students and directors to provide their contact information, e-mailed directly to e-mail address of your choice.
- "Details" button linked to [details page](#)

Details Page

- Contains detailed information about your camp, including: location, session dates, cost, ages of campers, gender, average enrollment, courses offered, activities, contact information, etc...
- "Map" button linked directly to mapquest page showing location of camp
- Logo/banner of your camp linked directly to your website
- Up to four photographs of your camp

Standard Listing

- Administration panel with username and password to enter and update information
- Title of camp in bold text, with location of camp
- Paragraph of text describing camp
- "Request Information" button as described above

Banner Advertising

- Supplement your listing with an additional banner on the search page
- Colorful banners (supplied by you) give added attention to your camp.
- Banner linked directly to your website (or URL of your choice).

Contact information

Advertising:

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Technical Specifications

Banners should be submitted in .jpg or .gif formats at the specified size, at 72 dpi. Photographs should be .jpg or .gif format. We are happy to work with you when uploading banners, or if you have any questions regarding formats.

Advertising Policy

Banddirector.com reserves the right to reject any advertisement. Advertisers and agencies assume all liability for contents of their advertisements including but not limiting any claims of unauthorized or improper use of any names, photographs, maps, illustrations or other content used or statements made in connection with his/her advertising. Advertisers shall indemnify Banddirector.com for all claims, demands, liability, damages and expenses, including attorney's fees, incurred by Banddirector.com in connection with the contents of such advertisements.

Payment is due for the quarter 30 days after a username and password is given to you.

No Refunds for early termination of any listing.



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