



## Internet Advertising

[www.hittinthenote.com](http://www.hittinthenote.com) is one of the busiest music merchandise sites on the World Wide Web. We are the official Internet merchandiser for the Allman Brothers Band, and are the exclusive source for rare live CDs of the ABB. In addition, we carry a wide variety of merchandise by related bands like the Derek Trucks Band, Gregg Allman and Friends, Gov't Mule, and Oteil and the Peacemakers.

*Hittin' the Note* has a database of over 110,000 people who have purchased merchandise from us. Our website averages over 50,000 unique hits a month, and for many people, we are their primary source of music information. We charge \$400 a month for banner ads in the premium spots "above the fold" on the homepage, and \$300 a month for ads lower on the homepage.

Additionally, we send out periodic email blasts that reach an audience of over 75,000 names. They are HTML newsletters that have graphics and live links that take somebody directly to your website. These emails are one of the main tools we use to promote our own merchandise and events, and we write all the copy to make sure it has the "HTN style." We have found that it benefits our advertisers if the email comes across as a recommendation from HTN, giving the product or event our seal of approval. We charge a penny per name, or \$750, to be included in an email blast.

We would be happy to work with you on putting together an advertising package that includes banner ads and/or emails and/or print advertising in *Hittin' the Note* magazine.

For more information please contact Rob Johnson at 888-746-4616 (toll free) or 770-640-1124 (local) or contact him via e-mail at Rob@[hittinthenote.com](mailto:Rob@hittinthenote.com).