

## TARGETED EMAIL BLASTS 2010

Access our highly-qualified and regularly updated audience lists for your promotional blast. Showcase your technology with text, pictures and sound—direct and exclusive to the industry’s most comprehensive and qualified mailing lists. Produced in conjunction with our award-winning editorial teams. Plus, you’ll receive complete metrics and analysis on your campaign.

### Email List Bundle

25,000 Recipients

\$3,000

### Custom Email Blasts

\$195 CPM

### Deliverables:

- HTML file formatted and ready to deploy. Spec recommendations are that the image be 600 pixels wide, the maximum width is 800.
- Subject Line for the message – 50 characters max suggested.
- Email Address(es) for test approval and Seed List
- A suppression file of opt out email addresses in excel format OR a signed indemnification letter.

This message has been sent by Mix on behalf of Audio-Technica.



**ATH-M50 professional studio monitor headphones**

**"Fantastic-sounding headphones. Period"**

From the chief engineer at Capitol Studios to multi-Grammy® winning producers...everybody's talking about Audio-Technica's new flagship **ATH-M50 Professional Studio Monitor Headphones**.

"A-T has raised the bar once again, this time with the new M-50 headphones, and this time they've raised it quite a bit. Already these 'phones are by far the favorite in our studio."

**George Massenburg**  
Grammy®-winning engineer & producer

"...it's the most exciting thing to come along in years. These are fantastic-sounding headphones, period. There just isn't anything better you can do for your artist than to give them a pair of these."

**Frank Filipetti**  
Grammy®-winning mixer and producer

"I tried these 'phones on a few major artists and they all said, 'WOW these are great.' We use these 'phones on all our vocalists."

**Al Schmitt**  
Grammy®-winning recording engineer and producer

"Since I got my ATH-M50 headphones, I have actually enjoyed mixing and referencing with headphones. My M50 headphones are now an integral part of my process...they absolutely translate with my speakers, but most importantly, they translate to the outside world."

**Ed Cherney**  
Grammy® and TEC award-winning producer/engineer

"The M50's seem to be winning hands-down. Everyone that's heard them won't give them back."

**Tom Schlam**  
Chief Engineer | Capitol Studios

Learn more about Audio-Technica's ATH-M50 professional studio monitor headphones.

  
**audio-technica.**  
always listening

[www.audio-technica.com](http://www.audio-technica.com)

Example of e-mail blast sent to our lists. Low CPM for targeted audience. Price includes email distribution and microsite housing additional assets.

## CONTACTS

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