

MIXLINE The premier electronic newsletter serving the recording industry. Providing 31,000 subscribers with breaking pro audio news, product announcements, original features, event deadlines, recording tips and much more. Delivers 1st and 3rd Tuesdays.

MIXLINE live Capture the sound reinforcement market with this live sound e-newsletter. Providing 27,500 subscribers with inside news, notes and original features from the road. Includes Product News, Road Notes and Secret Weapon Troubleshooting from the pros! Delivers 1st and 3rd Wednesdays.

MIXTech THE NEW-PRODUCT PERSPECTIVE New for 2010! MixTech goes beyond the new-product introduction and tells you what you need to know, where it fits in for professional audio engineers. The features, the application and the context—straight from the desk of technical editor Kevin Becka to 31,000 subscribers. Delivers 2nd and 4th Tuesdays.



AD UNITS

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The screenshot shows the MIXLINE newsletter layout. It includes sections like 'MIX Line', 'Top Stories', 'Editor's Take', and 'New Products'. There are three numbered callouts (1, 2, 3) pointing to specific ad units: 1. A large banner ad at the top right. 2. A smaller ad unit in the middle right section. 3. A banner ad at the bottom right. The interface also features navigation links, a search bar, and a footer with contact information.

TECHNICAL SPECS

Banner Format: Gif or JPEG files only. No Rich Media. File Sizes & Looping: Max size = 35K; Max frames = 4. Materials due: Two business days prior to posting. Include with instructions: Referring URL and alt text. 3rd Party Ad Serving: DART, AdKnowledge and L90. Cancellation Policy: Sponsorships require a 2-week written cancellation notice.

For more information about Technical Specs, please contact: Advertising Production Coordinator • Terra Maples 913-967-1805 • terra.maples@penton.com