

testimonials

“ I'm thrilled with what happened when we ran an ad announcing our upcoming releases and their release dates. We received countless calls from radio, video, retail and press clamoring for music and seeking more info about our plans. ”

DON IENNER
President & CEO
Sony Music Label Group

“ Billboard has gone above and beyond to make sure our agency looks good in front of the client, and that overall, Napster looks excellent in Billboard. This was literally one of the best executions when compared to the dozens of sites we were on! ”

RACHEL RIVILLA
Interactive Media Buyer
MEDIASMITH
(agency for Napster)

“ Advertising with Billboard has allowed us to think outside of the box. With Billboard we were able to reach an untapped clientele that will now be sure to look first towards TouchTunes for business. Thanks again! ”

LINDA KOMORSKY
VP Business Affairs,
Music Rights & Licensing
TOUCHTUNES



“ When I first learned that Billboard magazine was planning to put together a 50th anniversary tribute section, I knew that it would be a wonderful way to mark the occasion. The final result is a testament to the extraordinary professionalism and expertise that Billboard has a reputation for and this would be the only place I would want to celebrate it.

TONY BENNETT

“ On behalf of Atlantic Records, we wanted to take a moment to thank you for the phenomenal job which you did on Billboard's spectacular Atlantic 50th Anniversary special issue. Everyone at the label was thrilled with the outcome... ”

AHMET ERTEGUN
Co-Chairman/Co-CEO
THE ATLANTIC GROUP

“ The Navarre special section in Billboard was terrific! We have received many calls complimenting us on the spread. It was truly gratifying to see all of the ads from the vendor community representing our business groups. ”

ERIC H PAULSON
Chairman & CEO
NAVARRE CORPORATION

“ This Billboard Music & Money Symposium brings together ideas and people who would otherwise rarely have an opportunity to not only meet and greet but even more importantly to hear widely divergent points of view. ”

HAROLD VOGEL
CEO
VOGEL CAPITAL MANAGEMENT

Billboard



clients

The Company We Keep

From industry mainstays to retail giants and consumer brands alike, companies around the world trust the Billboard brand to deliver their messages to the audience they desire to reach. Through Billboard's array of print and online products, along with a full offering of marketing, licensing, and sponsorship opportunities we can help your company gain access to even the most exclusive and elusive demographic. **Here's a sampling of some of the major brands that have put the power of Billboard to work for them:**

American Apparel
 American Express
 AOL Music
 Apple iTunes
 Armed Forces Entertainment
 ASCAP
 Bacardi
 BellSouth
 Best Buy
 BET
 BMI
 BMW North America
 Boost Mobile
 Bose Corporation
 Cadillac
 Chevrolet
 Cingular Wireless
 Ciroc Vodka
 Citi Cards
 Clear Channel
 Columbia Tri-Star
 Comcast
 Country Music Television

Cover Girl
 Dell
 Digital Media Wire
 Discover Card
 EMI
 Fandango
 Fintage House
 Ford
 Four Seasons Washington
 Fox
 GameTap
 General Electric
 Grey Goose
 Google
 H&M
 Harmon/JBL
 Heineken
 Honda
 House of Blues
 HSBC
 Hummer
 IDP Films
 Jägermeister

"We don't need a weekly map in this music business as we have Billboard as our guide, our bible, our informational highway."

ALEX HODGES
 Executive Vice President
 HOUSE OF BLUES CONCERTS



●●●● clients

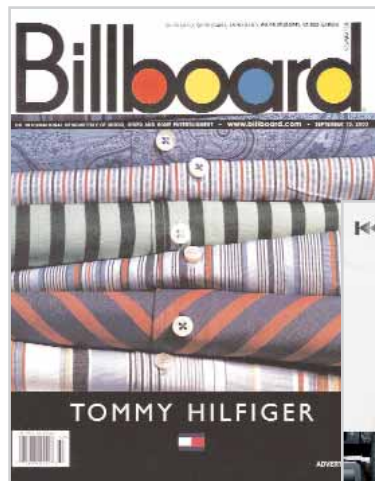
JVC
 Lexus
 Lycos
 Ketel One
 Macrovision
 Match.com
 Max Online
 Maybelline
 Microsoft
 Miller Beer
 Motorola
 MP3.com
 MSN Music
 MTV
 MTV2
 MTV Asia
 Napster
 NetFlix
 Newline Pictures
 Nokia

Pepsi
 Polaroid
 Radio City Music Hall
 RealNetworks
 Regent Beverly Hills
 Reyes Records
 Roxio
 Samsung
 SBC
 Sharper Image
 Sony/BMG
 Sony Connect
 Sony Electronics
 Sotheby's International Realty
 Sprint
 Starbucks
 Suncomm
 SunTrust Bank
 Taschen
 Tommy Hilfiger

Traffic Market Place
 Travelocity
 Trump Taj Mahal
 Tweeter Center
 Ultra
 Universal Music Group
 Univision Music Group
 Verizon Wireless
 VH1
 Victoria's Secret
 Volkswagen
 Warner Music Group
 Wells Fargo
 William Morris Agency
 XM Satellite Radio
 Yahoo
 Yamaha
 Yellowpages.com

"In this industry town of ours', I have found Billboard to be a cost effective vehicle to get my listings noticed by potential buyers."

MICHAEL TUNICK
 SOTHEBY'S
 INTERNATIONAL REALTY





advertising

Make **Billboard** your marketing partner

BRANDING & REACH>>>

Building awareness & building mindshare of a product, service or brand.

PRINT

Run of Book Advertising
Integrated Campaigns
False Covers
Custom Publishing
Directory Advertising

ONLINE

Banners
Clickability
Interactive Communities
Rich Media
Roadblocks
eNewsletters
email List Rentals

EVENT

Title Sponsor
Lunch Break
Cocktail Party
Bag Insert

LEAD GENERATION>>>

Building interest and creating new customers.

PRINT

Run of Book Advertising
Integrated Campaigns
Directory Advertising
Show Guides
Custom Publishing

ONLINE

Banners
Clickability
eNewsletters
email List Rentals
eDirect
Rich Media
Roadblocks

EVENT

Booth Sponsor
Panel Sponsor
Bag Insert
Title Sponsor

CUSTOMER ACQUISITION>>>

Getting interested parties to try a service or product.

PRINT

Buyers Guide
Content Licensing
Chart Licensing
Custom Publishing
Inserts / Couponing

ONLINE

Content Licensing
Chart Licensing
email List Rentals
Mini-sites
eNewsletters
Rich Media
Site Sponsorship

EVENT

Booth Sponsor
Panel Sponsor
Bag Insert
Title Sponsor

CUSTOMER RETENTION>>>

Keeping customers loyal!

PRINT

Buyers Guides
Content Licensing
Chart Licensing
Integrated Campaigns
Show Guides
Special Feature Advertising
Congratulatory Advertising
Reprints

ONLINE

Content Licensing
Chart Licensing
Rich Media
Road Block
Site Sponsorship

EVENT

Title Sponsor
Lunch Break
Cocktail Party
Bag Insert
Booth Sponsor

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Billboard®

advertising

Advertising Opportunities

PRINT

	Billboard	Billboard Radio Monitor	Talent & Touring	Musician's Guide	AudArena	Buyers Guide	Record Retailing
Run of Book	●	●	●	●	●	●	
Integrated Campaigns	●	●	●	●	●	●	
False Covers	●	●					
Custom Pub	●	●					
Directory Advertising			●	●	●	●	
Show Guide	●	●					
Content Licensing	●	●					
Chart Licensing	●	●					
Inserts	●	●	●	●	●	●	
Special Features	●	●	●	●	●	●	
Congratulatory Ads	●	●	●	●	●	●	
Reprints	●	●					

ONLINE

	Billboard.com	Billboard.biz	Billboard Radio Monitor.com	Bulletin	Chart Alert
Banners	●	●	●	●	●
Clickability	●	●	●	●	●
Interactive Communities	●	●	●		
Rich Media	●	●	●	●	●
Roadblocks	●	●	●		
eNewsletters	●	●	●	●	●
List Rentals	●	●	●	●	●
eDirect	●	●	●	●	●
Mini-sites	●	●	●	●	●
Site Sponsorship	●	●	●	●	●

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