



enthusedDigital
Community Website Professionals

Music Media Kit

Enthused Digital publishes leading guitar, drum, and gear enthusiast communities. Each community is professionally managed, has industry standard advertising units, and offers integrated social promotions.



Traffic

2.4 million unique monthly visitors – 23 million monthly page views – 641,000 Registered Members

Consumer Music Brands

The #1 most visited **Gibson, Fender, Marshall, Drumming, and associated gear** enthusiast communities

- **Display Advertising Best Practices.** We use Google DoubleClick software to manage your display advertising. Traffic and advertising performance is measured via Google products.
- **Programmatic Guaranteed.** Working directly guarantees you the best impression. Buying impressions through third parties costs more and places you in worse positions.
- **Direct Consumer Access.** Online communities are social shopping portals. Our most satisfied clients are the ones who sell direct to the consumer on our forums.
- **Stability.** Enthused Digital owns and operates all communities and the original community founders are our partners. We have been publishing enthusiast communities since 1996!
- **Scalability.** Reaching several segments and sub-segments of your target market through one relationship.
- **Brand Safe.** Our forums are not run by volunteers or part-timers. You can invest your time knowing that you will be building a long-term marketing strategy.
- **Mobile.** Millions of mobile impressions monthly

Display Advertising Options – Premium Impressions Banner Ads

- Premium Impressions Banners are our **largest** ad units. They generate the **most response**
- **66 million monthly and 2.2 million daily** above fold impressions
- For performance motivated advertisers. Monitor clicks with monthly reports. Buy fixed amount of appearances that make you stand out during specific time periods
- IAB (Interactive Advertising Bureau) 728x90, 300x250, 320x50 mobile banner advertisements
- We help suggest the impressions levels based on our traffic and your goals

The screenshot shows the Marshall Forum website interface. At the top, there are navigation links for Home, Forums, Media, and Members, along with a search bar. A large banner at the top reads "BRING MUSIC BACK TO LIFE" with a "TRY FREE" button and an HDtracks logo. Below this, there are several forum sections under the heading "The Amps":

- Marshall Amps**: For discussion of Marshall amps; i.e., Plexi, JTM-45, JMP, Jubilee, JCM, AFD100, etc. Discussions: 21,503 Messages: 377,982. Latest: Can you get a old plexi sound ou... solarburnDSL50, Today at 7:55 AM
- Let's Talk Vintage**: Discussion area for all vintage Marshall amps. From 1962 to 1973. Discussions: 1,481 Messages: 20,701. Latest: Super Tremolo 100w - Help With ... TAZIN, Yesterday at 7:04 PM
- Cabinets & Speakers**: Talk about cabinets and speakers. Discussions: 6,288 Messages: 67,886. Latest: Has Anyone Kept The Stock Spe... solarburnDSL50, Today at 7:50 AM
- The Workbench**: Mods, amp repairs, tubes, maintenance, etc. Discussions: 11,861 Messages: 160,235. Latest: More Bass For My Marshall Mark... twothemax, Today at 8:12 AM
- Building the Classics**: Discussions: 1,481 Messages: 20,701. Latest: Best Transformers For A '68 120...

On the right side, there is a vertical banner for "REDEFINING WIRELESS SPEAKERS" by ZIPP, with a "LEARN MORE" button. Below this is a "New Posts" section with a link to "Pedal Power Supply Question".

Two callout boxes with orange lines pointing to specific ad units are present:

- A box labeled "728x90" points to the "BRING MUSIC BACK TO LIFE" banner.
- A box labeled "300x250" points to the "REDEFINING WIRELESS SPEAKERS" vertical banner.

Display Advertising Options – Rotating Banner Ads

- 468x60 and 300x100 pixel banner ads that rotate evenly with other advertisers
- Predictable impression and click rates
- Great advertisement to show you are a sponsor and let users know you support the site
- More affordable option for advertisers looking for an annual banner ad


468x60

The screenshot displays the Marshall Forum website interface. At the top, there is a navigation bar with 'Home', 'Forums', 'Media', and 'Members' links, along with a search function. A prominent banner ad for 'ClassicTone' is featured, with the text 'BRING MUSIC BACK TO LIFE' and a 'TRY FREE' button. Below the navigation, the main content area is titled 'The Amps' and lists several discussion categories: 'Marshall Amps', 'Let's Talk Vintage', 'Cabinets & Speakers', 'The Workbench', and 'Building the Classics'. Each category includes a brief description and the latest post information. On the right side, there is a sidebar with a 'New Posts' section and a 'REDEFINING WIRELESS SPEAKERS' advertisement for ZIPP.

Social Marketing and Selling – Site Sponsorship


- A **Site Sponsorship** includes all the social marketing elements
- **Post Announcements** in the targeted forum of your choice
- **Share branded content.** Field reports, suggest product applications, images, and videos.
- **Run special promotions** Provide product samples and marketing messaging and we will create a custom giveaway schedule
- Have your own **dedicated forum** to **sell direct**, provide streaming updates and customer support
- **Directory Links** in the main sponsor

Alex
Administrator
Administrator



Join Date: Oct 2006
Location: New Jersey
Posts: 1,427
Thanks: 251
Thanked 1,262 Times in 129 Posts
Feedback Score: 2 reviews, 100%

Wizz Pickups *Sponsor*



Wizz Custom Pickups is a small business located in Southern Europe and specializing in the manufacturing of the world's finest guitar pickups and parts. Wizz Pickups are top quality pickups professionally crafted by an expert with many years of experience. Considering their unique qualities and the somewhat longer time period needed for making them, it's impossible for these pickups to be mass produced.

Our primary objective and desire is to faithfully reproduce vintage correct pickups and parts from those great vintage instruments of the past. In addition to the standard selection of Wizz pickups, each pickup can be custom made (hotter winding, for example) if requested. If you're searching for that special tone for your instrument, go to the "correct" place:

Wizz-Pickups-net

- **Premium Impressions Banner Ads** – (728x90, 300x250,320x50 pixels) \$5 cost per thousand impressions.
- **Run of Site Rotating Banner Ad** – (468x60 pixels, 300x100 pixels) \$2,400 per year per premium site. \$1,200 per year tier-2 site
- **Site Sponsorship** – Promote yourself on the forums, share business contact information when you post, be listed in our master directory of sponsors and have your own dedicated forum. **Included with any banner advertising package.**
- **Vendor Package** – Sell items in the vendor forums. Comes with no banner ad. \$250 per site per year

Effective Packages

The following elements combined create the most effective program:

- **Display Advertising** – Banners and text ads that can be changed frequently to market different messages.
- **Social Marketing** – As site sponsor you can interact with the audience. We guide you through this process and give you options to participate that are hands on or hands off.
- **Promos** – Provide product or promotional giveaways items and we will give do promotional giveaways according to a schedule. We will insert marketing messages, video, and links along with our promos.