

THE 2010 GUITAR MAKER DIRECTORY

ACOUSTIC GUITAR

presented by *Acoustic Guitar* magazine



THE GUITAR MAKER DIRECTORY continues to be the definitive way for luthiers and manufacturers to reach the **62,000 readers** of *Acoustic Guitar* magazine and the **135,000 unique monthly visitors** to AcousticGuitar.com. Presented in print in the August 2010 issue, **the Guitar Maker Directory is also featured on the Acoustic Guitar website year-round**, providing hundreds of thousands of web users an exclusive, searchable resource to help them find their next guitar.

The directory's **four listing packages** give you the opportunity to choose the level of exposure that is right for your company—from a **large, four-color display listing with image, logo, and dedicated Web page on AcousticGuitar.com**, to a **basic, text-only listing**. You also have the opportunity to include video with your Web listing, so now you can show off your instruments to hundreds of thousands of guitar lovers with a complete multi-media platform. And when you consider that a **Premiere package averages out to only \$100 per month**, you can do so with a minimal marketing budget.

Make sure your company is in front of the best possible acoustic audience! Book your listing package in *Acoustic Guitar* magazine's Guitar Maker Directory today by filling out the registration form at:

AcousticGuitar.com/gmdregistrationform

RESERVATIONS AND ARTWORK DUE: APRIL 23, 2010

300 dpi minimum resolution for images, logos, and display ad listings.

CHOOSE YOUR LISTING PACKAGES

CHOOSE YOUR LISTING PACKAGES	A	B	C	D
	Premiere \$1,200	Image \$550	Logo \$275	Basic \$115
1. Basic contact information: company, address, phone, e-mail	X	X	X	X
2. 25-word maximum description (written by business)	X	X	X	X
3. Cross-referencing in specialty listings	X	X	X	X
4. Web link from AcousticGuitar.com	X	X	X	X
5. Free subscription to <i>Acoustic Guitar</i> magazine	X	X	X	X
6. Business logo* (1" H x 2.375" W)	X	X	X*	
7. Border around listing	X	X	X	
8. Four-color image (2" H x 2.375" W)	X	X		
9. Four-color, full-column display ad listing (8" H x 2.25" W)	X			
10. Dedicated Web page on AcousticGuitar.com	X			
11. Rotating "Featured Builder" leaderboard on AcousticGuitar.com	X			
12. Video placement in Guitar Maker Directory online**	X			
13. Video placement in Featured Builder Gallery**	X			

*Package C business logo is black & white; color can be added for an additional \$50.

**Video option can be added to B, C, and D package for only \$350 per year.

Contracted Acoustic Guitar display advertisers receive a \$50 credit toward any listing package.

CONTACT YOUR AD REP

Adrienne Serna
Western Region
(415) 485-6946 ext. 633
adrienne@stringletter.com

Cindi Kazarian
Northeastern Region
(415) 485-6946 ext. 605
cindi@stringletter.com

Sarah Hasselberg
Central Region
(415) 485-6946 ext. 643
sarah@stringletter.com

Bradley Wolf
Southeastern Region
(415) 485-6946 ext. 606
bradley@stringletter.com

SAMPLE LISTINGS FOR GUITAR MAKER DIRECTORY'S PACKAGES

Package A

RAFAEL GUITARS

Handcrafted steel-string guitars available in Selmer, Maccaferri, and archtop models. Solid-wood body and top-of-the-line appointments.



255 West End Ave
San Rafael, CA 94901
(415) 555-1212 / Fax (415) 555-1212
www.rafaelguitars.com

Package B



RAFAEL GUITARS

255 West End Ave, San Rafael, CA 94901
(415) 555-1212 Fax (415) 555-1212
Email: rafael@rafaelguitars.com
Web: www.rafaelguitars.com

Handcrafted steel-string guitars available in Selmer, Maccaferri, and archtop models. Solid-wood body and top-of-the-line appointments.

Package C

RAFAEL GUITARS

255 West End Ave, San Rafael, CA 94901
(415) 555-1212 Fax (415) 555-1212
Email: rafael@rafaelguitars.com
Web: www.rafaelguitars.com

Handcrafted steel-string guitars available in Selmer, Maccaferri, and archtop models. Solid-wood body and top-of-the-line appointments.

Package D

RAFAEL GUITARS

255 West End Ave, San Rafael, CA 94901
(415) 555-1212 Fax (415) 555-1212
Email: rafael@rafaelguitars.com
Web: www.rafaelguitars.com

Handcrafted steel-string guitars available in Selmer, Maccaferri, and archtop models. Solid-wood body and top-of-the-line appointments.