THE PLACE TO MAKE AN IMPRESSION ON GUITAR PLAYERS.



January, 2011



EACH MONTH OVER 13 MILLION GUITAR PLAYERS GLOBALLY, VISIT GRAND PLAY MEDIA WEB PROPERTIES.



ULTIMATE-GUITAR.COM REPRESENTS OVER TEN MILLION OF THOSE VISITORS.

Ultimate-Guitar.com is the world's leading authoritative community and publisher of legally licensed tablature, honest reviews, lessons and industry-relevant content.



COMMAND 80% OF THE MARKET RELATIVE TO ALL COMPETITORS

100% LEGAL CONTENT.



3.5 MILLION MONTHLY US VISITORS ARE ON ULTIMATE-GUITAR.COM ALONE.



GUITARISTS ARE PASSIONATE AND INVOLVED. THEY PROMOTE. THEY SHARE.



THEY SPEND 6 MINUTES AVERAGE ON SITE.

THEY'VE CREATED 1.4 MILLION INDIVIDUAL PROFILES AND 26K+ BAND PROFILES



THEY APPRECIATE RELIABILITY & VALUE ULTIMATE-GUITAR.COM'S LEGACY.

AND THEY CONNECT WITH THE WORLD'S LARGEST GUITAR-PLAYER FAMILY.



WELCOME TO OUR GUTAR WORLD



5.5 MILLION US VISITORS TO GRAND PLAY MEDIA GUITAR-SITES MONTHLY



911 TABS.COM 847,503

GUITARTAB.COM 634,849

GRAND PLAY MEDIA SITES REPRESENT THE TOP THREE GUITAR SITES

GPM Guitar Sites

GUITARIABS.CC

GUTARWORLD.COM

FRETPLAY.COM



911 TABS.COM 847,503

GUITARETAB.COM 634.849

8NOTES.COM

DIE COM

ultimate Guitar.com

GUITARE TAB!





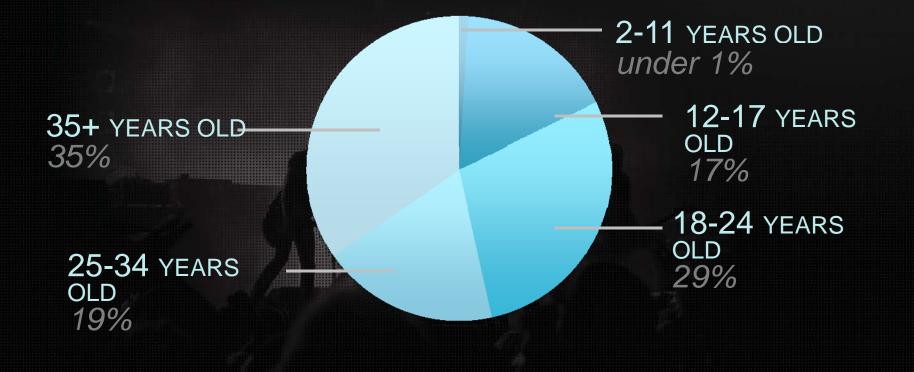


MEETYOUR AUDIENCE.



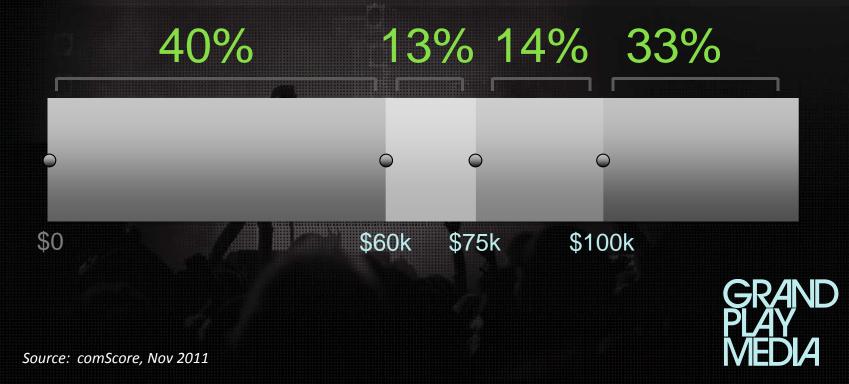
AGE DEMOGRAPHICS

% Composition Unique Visitors: Ultimate-Guitar.com Source: comScore, Nov 2011



HOUSEHOLD INCOME

GPM Guitar Player's Group: HHI % Composition, July 2011



3.2 VISITS TO A GPM GUITAR SITE PER MONTH

MILLION PAGES VIEWED EACH MONTH

70% 92% 60%

70% OF THE GENERAL AUDIENCE IS 18 TO 49 YEARS OLD

SAY GUITAR IS THEIR PRIMARY INSTRUMENT

HAVE BEEN PLAYING FOR <u>1 TO 5 YEARS</u>



Source: comScore, Nov 2011

AND THEY LOVE THEIR GEAR.





50% Own two or more electric guitars

45% OWN TWO OR MORE AMPS

34% OWN TWO OR MORE EFFECT PEDALS



57% purchased a guitar in the past 12 months



42% PURCHASED AN AMP IN THE PAST 12 MONTHS



39% PURCHASED EFFECT PEDALS

IN THE PAST 12 MONTHS



53% PLAN TO PURCHASE A GUITAR WITHIN 12 MONTHS



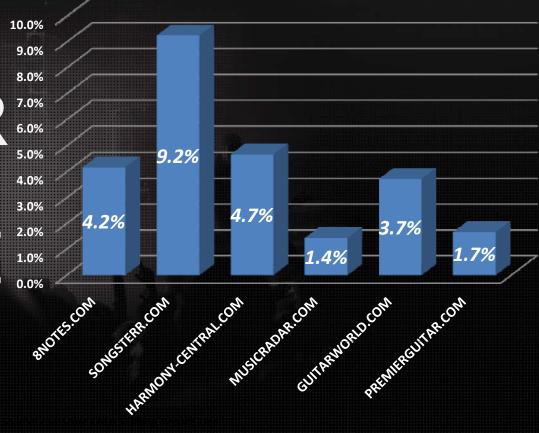
45% PLAN TO PURCHASE AN AMP WITHIN 12 MONTHS

50% PLAN TO PURCHASE EFFECT PEDALS WITHIN 12 MONTHS

BY NOTADVERTISING WITH ULTIMATE-GUITAR, YOU ARE MISSING OVER 80% OF A 13+ MILLION-MEMBER AUDIENCE BASE.

9 NEVER VISIT 10.0% 9.0% 8.0% ANOTH 7.0% 6.0% 5.0% GUITAR 4.0% 3.0% 2.0% WEB SI 1.0% 0.0%

% of UG Audience Who Also Visited These Guitar Sites in December, 2011



Source: comScore, Nov 2011

<u>52</u> DON'T SUBSCRIBE TO A GUITAR MAGAZINE

8% NEVER READ GUITAR MAGAZINES

620/0 OCCASIONALLY READ GUITAR MAGAZINES

HERE'S WHAT YOU CAN DO.



INCREASE VISIBILITY GET THE ADDED VALUE OF SOCIAL MEDIA: FACEBOOK FANS

56K FANS Guitar Player Magazing

124K FANS Guitar World

230K+ FANS

ultimate Guitar.com

The largest social media audience amongst top guitar publishers

BANNER ADS

Banner ads provide an effective and efficient way to communicate your brand message or a specific "call to action" connected with your campaign or initiative.

Target banners by section, page, artist, and music genre.



OVATION'S VIDEO GUITAR GIVEAWAY

LEADERBOARD 728x90



300x250



SKYSCRAPER 160x600





HOMEPAGE TAKEOVERS TYPICALLY PRODUCE UPWARDS OF 7,000 CLICKS PER DAY.

THEY PROVIDE *INCREDIBLE* VISIBILITY FOR YOUR BRAND.

The side panels can be submitted according to our ad specifications or custom design by the Grand Play Media team to fit your needs. Takeovers are fully clickable and can accommodate flash and other rich media.





ROADBLOCKS GIVE YOU 100% OF AD IMPRESSIONS ON A PAGE.

It combines a 728x90 leaderboard banner with a 160x600 skyscraper and can be targeted by section and page.







<u>Metal Frontman Found Guilty Of Animal Cruelty</u> general music news Spyder Baby member placed on probation over neglect on his dairy farm – but he vows he's changed his ways. POSTED: 12/08/2011 - 09:42 am

Metallica: Another Previously Unreleased Song Available A hidden song from the Death Magnetic sessions has been revealed. Hear "Just A Bullet Away" right here. POSTED: 12/08/2011 - 09:40 am

Doors Dad Ordered Hit Single

general music news

Doors icon Ray Manzarek has recalled the moment his impoverished young band had to beg for money to buy a keyboard.



ovation

it's the shape

PRE-ROLL, IN-PLAY AND POST-VIDEO.

VIDEO LESSONS AND INTERVIEWS

PRE-ROLL PLACEMENTS

and sponsored video on U-G TV. In-page placement through our video widget. Custom video lessons, interviews and reviews.

VIDEO PRE-ROLLS ON UG.TV



0-9 abcdefghijklmnopqrstuvwxyz to

Dream Theater: 'Mike Is A Monster Of A Drummer'

hit the lights, comments: 48

Discussing "A Dramatic Turn Of Events", the act were due to perform that night in Salt Lake City.

Richie Faulkner: 'I'm Not There To Replace A Forty-Year Career'

Keith Olsen: 'I Don't Think Drugs Ever Did A Great Recording'

+ more hit the lights

More Interviews Updates:





Interviews

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interviews,

Sober now f looks back a his time with Gary Numan First Love' Evanescence Patient'

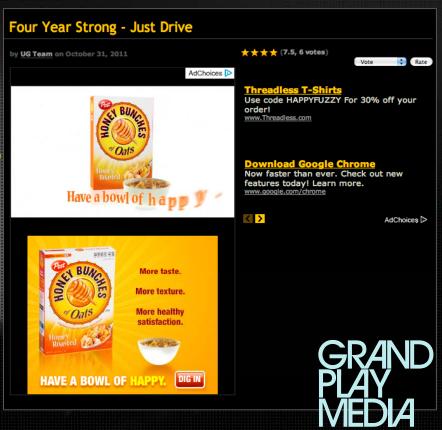
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VIDEO PRE-ROLLS ON UG.TV 53 **s** 2669 234 essons 18 164 314

VIDEO CHANNELS

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Featured video »

Band Of Skulls - The Devil Takes Care Of His Own

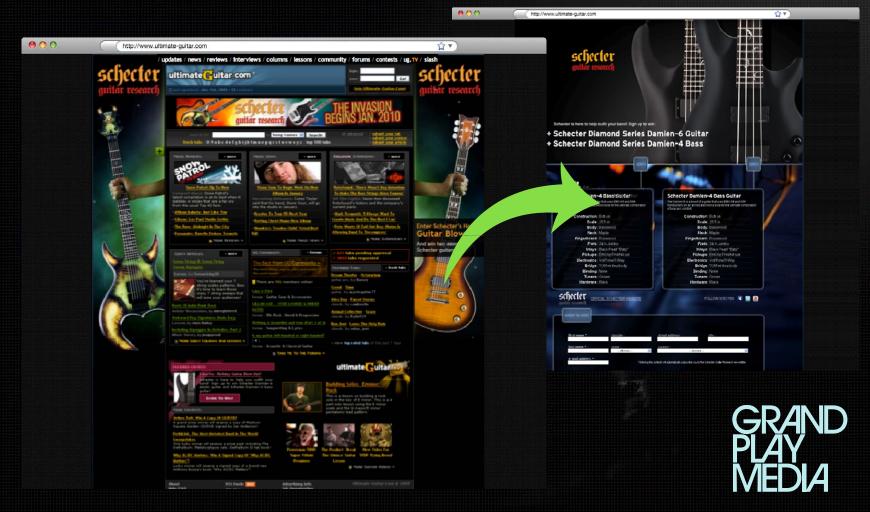
by UG Team on 12/09/2011, category: Mi

The Band Of Skulls released a video a few weeks back for the first song to be released from the record "The Devil Takes Care Of His Own."





CUSTOM CONTESTS



CUSTOM CONTESTS

Additional Ad Offerings: CONTACT ED BYRNES TO LEARN MORE

VIP (AS A FLASH AD) 775x600

IMMERCIAL 550x480

EXPANDABLE 728x90, 300x250, 120x600 FLOATING AD 250x250, 300x250, 550x480 BETWEEN PAGES full page

CUSTOM CONTESTS

Additional Ad Offerings: CONTACT ED BYRNES TO LEARN MORE

VARIOUS OTHER CUSTOM OFFERINGS

- DOUBLE CLICK
 EYEBLASTER
- KLIPMARTPOINTROLL

UNICASTUNITED VIRTUALITIESEYE WONDER

IT WORKS! WE PROMISE



OVATION 2011 HOMETOWN HERO CAMPAIGN

Treatment:

BANNERS AND HOMEPAGE TAKEOVERS



11,290,143 IMPRESSIONS 47,366 CLICKS CTR: 42% eCPM: \$2.66 CPC: \$0.63

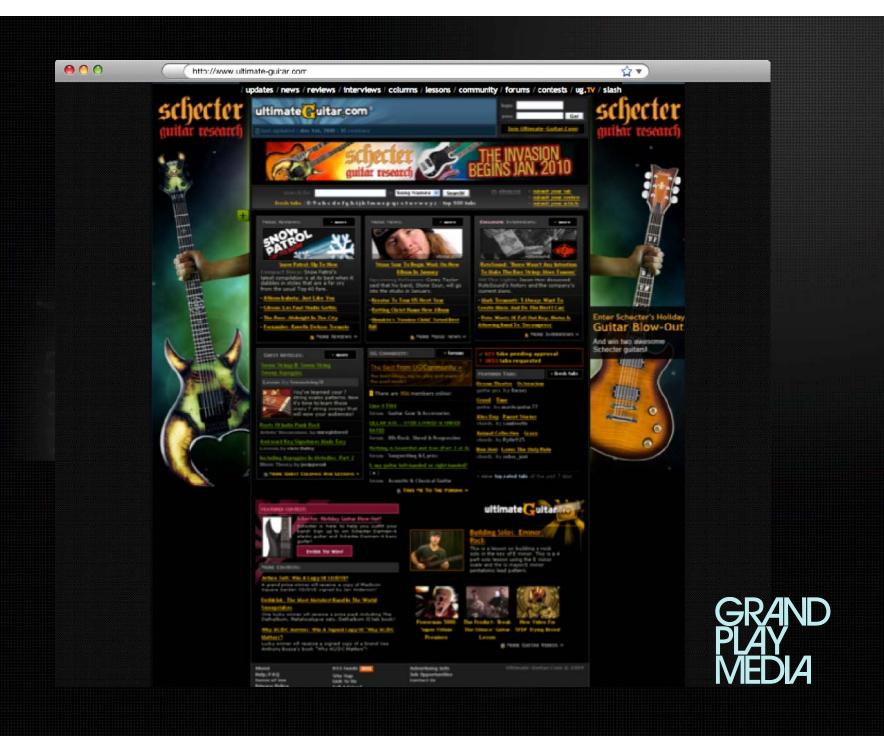


SCHECTER GUITAR: SCHECTER HOLIDAY GUITAR BLOWOUT

Treatment: HOMEPAGE TAKEOVERS

18.6k TOTAL CONTEST ENTRIES AND 42k CLICKS IN *TWO DAYS*



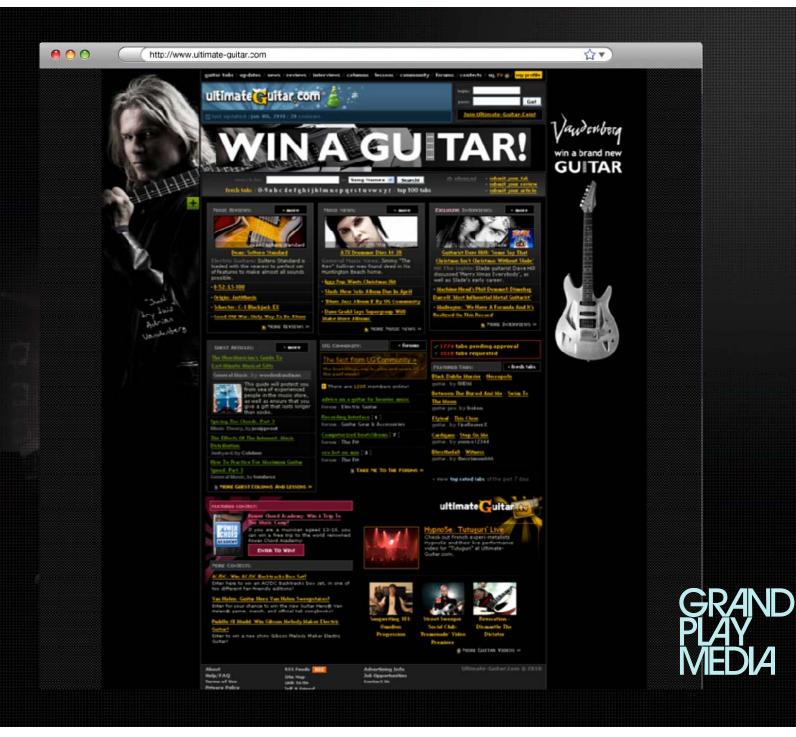


ARISTIDES INSTRUMENTS: JUMPSTART BRAND AWARENESS

Treatment: HIGH IMPACT CAMPAIGN INCLUDING FULLY ACTIVE HOMEPAGE TAKEOVER

40K CONTEST ENTRIES AND 44K CLICKS ON HOMEPAGE TAKEOVER IN *TWO DAYS*





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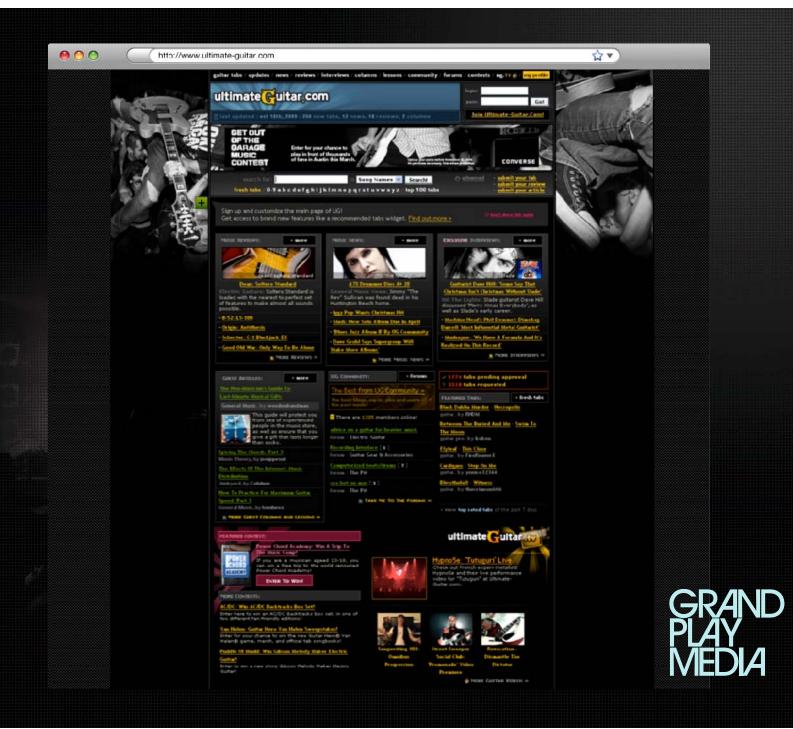
CONVERSE: "GET OUT OF THE GARAGE" CONTEST

Treatment:

USER-SUBMITTED PHOTOS. UG EXECUTED CONTEST. VIDEO ADS, BANNER ADS AND HOMEPAGE TAKEOVERS.

2.5K TOTAL CONTEST ENTRIES AND A 5% CTR





ELECTRONIC ARTS: BRUTAL LEGEND VIDEO GAME, EMAIL DATABASE GENERATION.

Treatment: GUITAR GIVEAWAY CONTEST

10k+ TOTAL CONTEST ENTRIES AND A 2.5% CTR



WE VALUE OUR RELATIONSHIPS.









Lustom

B.C.Rich GUITARS









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Marshall

Berklee college of music

DAddario

Ibaneź



mécc

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CONTACT ED BYRNES.

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THANK YOU.

