

ADVERTISING RATES: PianoWorld.com - Effective June 2011\*

| Area                                 | Ad Type   | Displays                                       | Term    | Rate     | Notes   |
|--------------------------------------|---|--|---------|----------|---|
| <b>Piano Forums and Run of Site</b>  |   |  |         |          |   |
| <b>Forums</b>                        | 125x125 button ad   | Displays in right nav                          | 30 Days | \$299.00 | At our discretion, ad may show on right or left nav                             |
| NOTE:                                | The world famous Piano World Piano Forums average over 2 million page views a month. Ads are NON-Exclusive  |  |         |          |   |
| <b>ROS</b>                           | 125x125 button ad   | Displays in left nav (excludes forums)         | 30 Days | \$299.00 | At our discretion, ad may show on right or left nav                             |
|                                      | The main Piano World site averages over 3 million page views a month. Ads are NON-Exclusive   |  |         |          |   |
| <b>Combo - Forums &amp; ROS</b>      | 125x125 button ad   | Right nav of Forums, and left nav of main site | 30 Days | \$498.00 | Maximum exposure, includes: our world famous piano forums and our main web site |
| <b>Interstitials</b>                 | Interstitial ads show up within a post between the original post and first reply. They are sold by the category (forum) see below   |  |         |          |   |
| <b>Interstitial / Interrupter Ad</b> | A Banner or text ad that displays in a Forum on the Piano Forums. Display will be shown in every topic, between the first and second posts  |  | 30 Days | \$399.00 | This is an Interrupter ad that shows up inside the topic posts                  |
|                                      | Available in: Piano Forum, Pianist Corner, Adult Beginners, Digital Pianos / Synts / Keyboards, Pianist Corner - Non Classical, Piano Teachers, Piano Tuner-Techs   |  |         |          |   |
| <b>Newsletter</b>                    | Text up to 100 words, and optional button (125x125 , NOT animated)  | Within body of our Newsletter                  | 1 Issue | \$149.00 | Currently 38,000+ subscribers (as of June 2011)                                 |
| NOTE:                                | Newsletters also get posted on our site, and indexed by the search engines. Ads are NON-Exclusive unless you contract to "sponsor" an issue of the newsletter   |  |         | \$199.00 | Exclusive Type in Newsletter. Your ad will be only one of it's type             |
| <b>Sponsor Newsletter</b>            | Banner ad immediately after our introduction at top of newsletter   |  | 1 Issue | \$299.00 | Listed as "sponsor" of newsletter   |
| <b>Classified Ads</b>                |   |  |         |          |   |
| <b>NOTES:</b>                        | Classified ads are our categorized ads that rank well in the major search engines. They can be found at: <a href="http://www.pianoworld.com/pianoclassifieds.html">www.pianoworld.com/pianoclassifieds.html</a> |  |         |          |   |
|                                      | Ex: Type "piano dealers CA" or "piano dealers NY" into Google (without quotes), we rank # 1   |  |         |          |   |
|                                      | <b>Most ads can be placed using the forms on this page: <a href="http://www.pianoworld.com/advertising/AdOptions.htm">http://www.pianoworld.com/advertising/AdOptions.htm</a></b>                               |  |         |          |   |



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| Piano World reserves the right to refuse any ads, for any reason.  |  |  |
| Piano World reserves the right to ask advertiser to modify ad  |  |  |
| Claims made in ads must be based on fact and verifiable  |  |  |
| Piano World is not responsible for typos in ads, however we will make every effort to make corrections once brought to our attention in writing (email is fine).                 |  |  |
| Piano World is not responsible for technical glitches such as outages on the Internet. We do everything possible to keep our web site up and working, and average 99.9% up time. |  |  |
| Rates are subject to change without notice. Rates in affect at the time an ad is purchased will remain in affect until the ad expires.   |  |  |
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