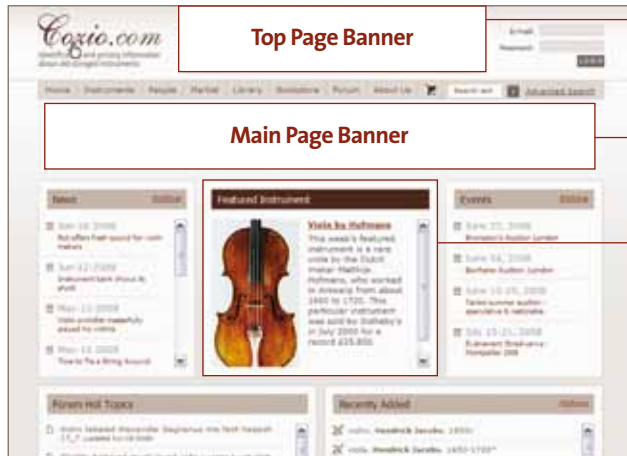


Advertising on Cozio.com

Homepage



Rotating Banner Ads

We offer banner ad space on all our pages. This is an excellent way to establish a presence among our highly targeted audience or to make special offers. Click-through rates range from about 5 clicks per thousand to 20 clicks per thousand, depending on the ad.

Featured Instrument Sponsorship

A small photo with text appears on the home page of Cozio.com, with a link to the Cozio page describing the instrument in more detail. If the instrument is being sold or auctioned, a "for sale" link to the seller appears on the detail page. The text describing the featured instrument can also include a link back to your site. We change the featured instrument each week. The Cozio.com homepage is viewed by approximately 5,000 unique visitors per week, and has registered click-through rates as high as 5%. This is the premium ad space on Cozio.com.

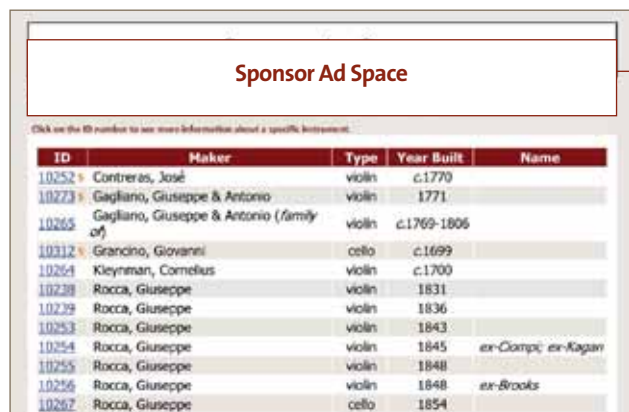
Cozio Listing Service



Cozio Listing Service

Designed especially for dealers and auction houses, the annual listing service guarantees that your instruments offered for sale are listed on the Cozio.com "Instruments for sale" page, with a link back to your web site. We will periodically scan your web site for new listings and any information you send us will be quickly added to the Cozio site.

Newsletter



Newsletter Sponsorship

As a sponsor to one of the newsletters, you can place a banner or text ad, which will appear at the top of the newsletter and link back to your site. We currently send out the following email newsletters:

New Instruments: Weekly newsletter listing new instruments added to the site. 900 subscribers

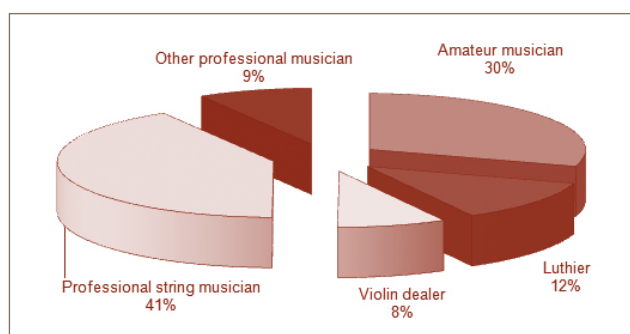
Auction Newsletters: A Pre-auction newsletter is sent approximately 2 weeks before each auction period, and a post-auction newsletter is sent immediately after the auctions. 1,000 subscribers

For Sale newsletter: Monthly newsletter listing instruments added to the "for sale" list at www.cozio.com/forsale. 1,250 subscribers

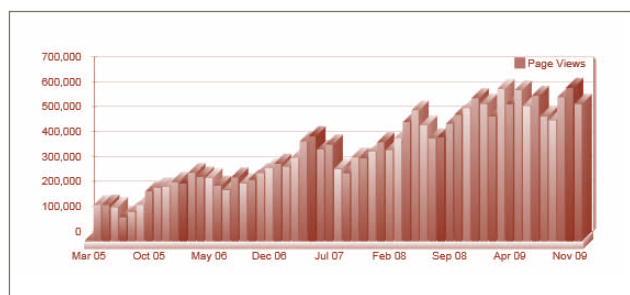
Our Audience

Cozio Publishing is the violin industry's primary source of information about fine stringed instruments. Our audience includes professional and amateur musicians, violin makers and dealers, collectors and connoisseurs. Since its launch in 2003, the web site's popularity has grown steadily, and as of December, 2009, the site was generating more than 600,000 page views by 25,000 unique visitors each month. More than 3,000 registered members have signed up to receive one or more of the email newsletters that are sent out periodically.

Composition of Cozio Audience



Cozio.com Page Views, 2003–2009



Media Specifications

Rotating Banner Ads

Banner ads are rotated randomly throughout all pages on the site. There are three different areas where banners may appear, with the following sizes:

Main Page Banner: Maximum size = 750 x 90 pixels

Top Page Banner: Maximum size = 234 x 60 pixels

Photo Page Banner: Maximum size = 468 x 60 pixels

Artwork may be GIF, animated GIF, JPG, Flash or HTML.

Featured Instrument Sponsorship

The Featured Instrument spot appears on the home page of cozio.com and consists of the following components:

Instrument Photo: The photo will be reduced to a width of approximately 130 pixels so detail images (e.g., f-hole, scroll, C-bouts, etc.) work best. The photo should be in jpg format.

Headline: A short headline identifying the instrument. Maximum length is about 25 letters.

Instrument Description: A brief description of the instrument. This can include your company name linked back to your web site. Maximum length is approximately 50 words. This can be delivered as plain text or as html-formatted text.

Newsletter Sponsorship

Newsletter sponsorship ads appear at the top of the newsletters. Supported formats are text, html, gif, jpg and flash. The maximum size of the artwork is 600 x 60 pixels.

Advertising Rates

| | Estimated Audience | \$ | € | £ |
|--|--------------------|-------|-------|-----|
| Newsletter Sponsorship | 1,000 | 50 | 40 | 30 |
| Rotating Banner ad, 1 month (25,000 impressions guaranteed) | 10,000 | 150 | 100 | 90 |
| Featured Instrument Sponsorship, 1 week | 3,000 | 200 | 150 | 125 |
| Cozio Listing Service* | 25,000 | 495 | 395 | 295 |
| Rotating Banner ad, 1 year (25,000 impressions per month guaranteed) | 125,000 | 1,500 | 1,000 | 900 |

* Includes 15% discount on advertising throughout the year

- We accept only one sponsorship per newsletter and ad space is filled on a first-come, first-serve basis.
- We offer discounts for campaigns combining multiple types of advertising, and a complimentary 1-year Cozio.com membership for all orders of over \$ 500.

For more information or to book your ad campaign, contact us at info@cozio.com or call at +41 (0)55 210 09 72.

Cozio Publishing

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