



Customer's Choice Music Downloads or Ringtones

What is a Music Download Promotion

Choice of 3.5 Million+ Songs or Ringtones

- All labels (including Sony) & 1000s of independent artists
- All MP3 library
- Mac and PC compatible

Universal Appeal

- Enjoy while working, exercising, traveling for business or relaxing at home
- Download music to a to an iPod, MP3 Player, or CD
- Download ringtones to U.S. mobile phones

High-Value, Low-Cost Promotion

- \$1.29 / Song retail value, promotionally priced
- \$3.99 / Ringtone value, promotionally priced

Turnkey Promotion

- Price includes: custom card printing, music codes, live customer service, and program management.
- Custom survey and reporting – optional
- Custom music store - optional

Why Music Download Promotions?

Web Based Promotion

- Link the promotion off the brand's web page.
- Capture recipient's information with an inexpensive survey.

Easy to execute

- Directions and code are printed on a custom gift card or included in an email.
- **Light-weight** - easy to handout, mail, or include in packaging.
- **Made in the USA** – quick turnaround
- Inventory always in stock.

High-Value Premium

- Promotionally priced

Why Utilize a Web Based Promotion?

- **Because Today's Consumers:**
 - Have a choice on how, when, and where they will engage with a brand
 - and increasingly choose to do so online
 - are used to being entertained at the click of a mouse by everything from music and video to games and social networks
 - respect innovative marketing programs that value them as partners and participants, and that reward them for their interest and engagement



*Taken from LaunchFire White Paper: 6 Ways to Motivate Consumers

Benefits of Music Download Promotions

Drive Web Traffic

- Link the music download store off of the brand's webpage.

Capture Data for Future Marketing Initiatives

- Simply provide the questions
- Let us handle setup, data capture, and reporting
- Participants must complete to redeem their music or ringtones

Motivate Customers to Join Social Media Sites

- Facebook, Twitter, or LinkedIn.

Measure ROI

- Quantifiable, measurable, results!

Delivering the Customers Reward

Custom Printed Gift Card

Email

4-Color Process
Front.

Size and Thickness
of a Credit Card

Unique Code and
**Brand's Web
Address** is Printed
on the Back

Green Production
Options Available



PRN (optional):

Please Scratch Off

INSTRUCTIONS

1. Log on to www.alacarte.bz.
2. Fill out the prize fulfillment form and click "Submit".
3. Your prize will be instantly revealed via pop up screen and email.
4. Please print pop up screen or email for your records.
5. Physical prize will be sent to address given on fulfillment form, within 3 business days.

Promotional use only, not for resale. Only valid in US and Canada.
Expiration Date: _____

Delivering the Customers Reward (cont'd)

Email Delivery

Instant Gratification.

Environmentally Friendly

Unique Code & Web
Address Printed in Email

Economical ... No
Printing, No Postage

Please follow these directions to redeem your music downloads.

Number of Songs: 10
Coupon Code – 3771651067
Serial Number - 203630
Coupon Code Expires:12-31-09

Redeeming your songs is easy; simply follow these instructions:

- Step 1: Log onto www.incentivetracks.com
- Step 2: Select the songs of your choice.
- Step 3: Add the selected songs to the cart and "Check Out".
- Step 4: Enter your Coupon Code and Serial Number
- Step 5: Follow the step by step directions to download to your portable device.

Need Help? Visit our "Help" section for more details
Customer Service: 1-860-442-9986



Music Download Redemption Process

Customer Goes On-Line

- Drive Web Traffic by Linking Off Brands Web Page.

(Optional) Customers Must Complete Survey.

- Custom Survey Questions.
- Data Belongs to Promotion Sponsor Exclusively.
- Data is Provided Via Electronic File.

Customer is Redirected to the Music Store.

- (Optional) Customized Music Download Store to Reflect Customer's Logo and Brand Image.



Neverfail

How 2 of 1

1. Your First Download Info:

First Name	
Last Name	
Company	
Phone Number	
Address	
City	
State/Province	
Zip/Postal Code	
Country	
Email Address	

2. Which Music Download code do you wish to download?



Data Belongs to Promotion Sponsor Exclusively.

Data is Provided Via Electronic File.

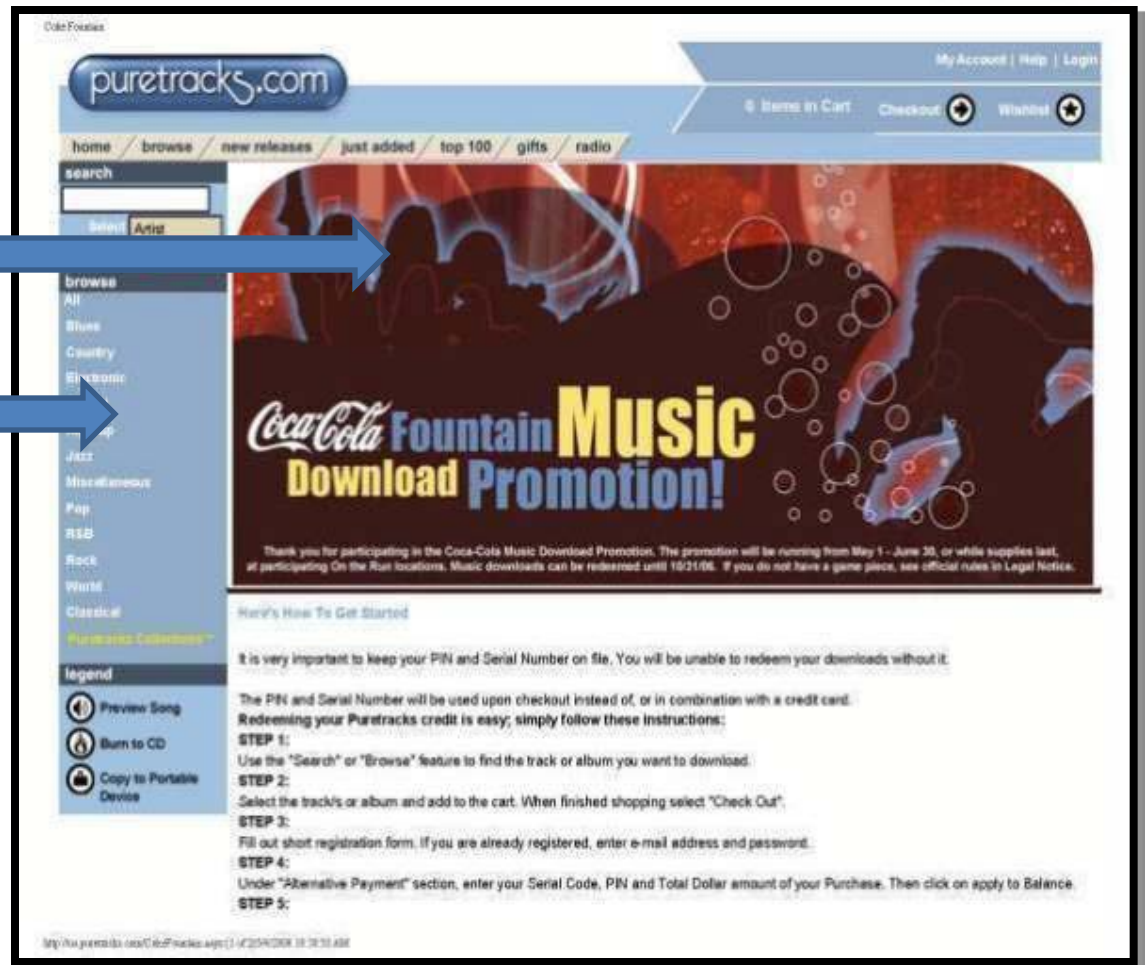
Customize the Registration Fields and Questions.



Custom Landing Pages

Promotion sponsor owns the content of the page

The page is built within a Puretracks frame



Our Music Store Advantage

Web Based

- NO software to download

Consumer Friendly

- Music is transferable to your iPod® ,MP3, or CD
- Live customer service – 7 days a week
- NO credit card required for promotional downloads

Good in U.S. and Canada

Latin Music Store Available:

- www.puretrackslatin.com

Flexible

- Custom website – Optional
- Custom survey – Optional
- COPPA compliance – Optional
- Music content filter - Optional



Pricing

NEW ^ CUSTOMER'S CHOICE - MUSIC DOWNLOADS OR RINGTONES

	1-Song	2-Song	3-Song	4-Song	5-Song	10-Song	20-Song
250	\$2.25	\$3.60	\$4.65	\$5.55	\$6.45	\$10.75	\$20.10
500	\$1.70	\$3.10	\$4.15	\$5.05	\$5.95	\$10.25	\$19.60
1,000	\$1.55	\$2.75	\$3.80	\$4.70	\$5.55	\$9.85	\$18.15
2,500	\$1.35	\$2.45	\$3.40	\$4.30	\$5.10	\$9.30	\$17.30
5,000	\$1.20	\$2.20	\$3.15	\$4.05	\$4.85	\$9.00	\$16.50

Call for quote over 5,000.

7C

Music Download Card Package

- Includes: music downloads or ringtones, custom printed cards, link from brand's web page, and program management

Set Up Fee

- \$50 (C)

Options

- Custom survey page – Set up, data capture, bi-weekly reports - \$400(F)
- Custom music download store - \$400(F)

Promotional Markets

Banks, Colleges, Consumer Goods, Auto

Non-Profits, Real Estate, Events



Tradeshows, Employee Recruiting, Retail

Healthcare, Fitness, Insurance