



## WELCOME TO **BRIDGE TO MUSIC**

Bridge to Music is the first online music community dedicated to forging the connection between students and the institutions that support them.

Our goal is to help prospective music students make informed decisions about educational outlets by providing them with a comprehensive directory of music schools, conservatories, music festivals and workshops. Our directory contains the essential information allowing students to research all of the country's music programs in-depth, compare them side by side and contact them directly for more information.

Become a member of the Bridge to Music community and get highly-targeted international exposure, flexible content management, and all the benefits of our various listing packages.

Bolster your current marketing campaign with our comprehensive advertising strategy. Bridge to Music is generating ongoing traffic through major search engines such as Google, Yahoo, MSN and Ask.com. Join Bridge to Music and get additional exposure for a fraction of the cost of traditional print marketing.



Need assistance? Our sales team is here, ready to help you organize your content and answer any of your questions.

Explore the growing opportunities here with Bridge to Music. . . **where music matters!**



## WHO WE ARE

Based in New York City, Bridge to Music was founded by a diverse group of musicians with a shared interest in supporting the arts. To date, they have initiated: an ongoing concert series, a retail music shop (Gregory Singer Fine Violins), a music foundation (The Irish Rose Music Foundation) and a community Orchestra (Manhattan Symphonne). Combining their love of music with their diverse backgrounds in graphic design, music production, and internet development, Bridge to Music was created as a platform that supports Music as an integral component of an active, creative and enduring society.





## HOW IT WORKS

### 1. SEARCH

Chose your:

Instrument



+

Genre



+

Degree



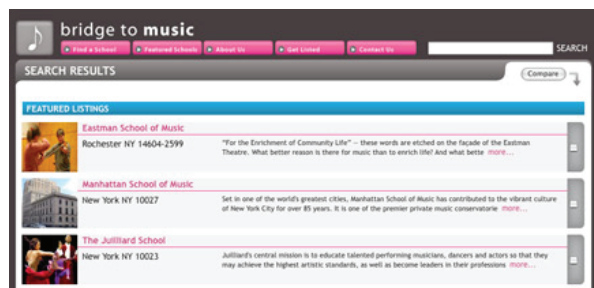
+

Location



### 2. EXPLORE

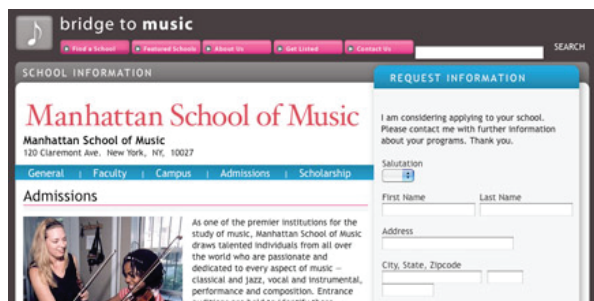
Browse through your results



Compare school stats side-by-side

	The Juilliard School	Manhattan School of Music	Eastman School of Music	Alfred University	Adelphi University
<b>Application</b>					
Application Fee	\$100	\$100	\$50	\$40	\$35
New Student	12/1	12/1	12/1	2/1	continuous
Application Deadline					
Transfer Application Deadline	12/1	12/1	12/1	8/1	continuous
<b>Cost</b>					
In State Tuition	\$27,150	\$28,750	\$34,380	\$22,312	\$21,800
Out State Tuition	\$27,150	\$28,750	\$34,380	\$22,312	N/A
Room & Board	\$10,095	\$12,900	\$10,640	\$10,384	\$9,150
Avg Financial Aid	\$21,298	\$12,080	\$24,474	\$19,697	\$14,100
% Need Met	83%	32%	87%	86%	31%

Check out school details



### 3. CONTACT

Contact the music program directly and request application information.

#### REQUEST INFORMATION

I am considering applying to your school. Please contact me with further information about your programs. Thank you.

Salutation

First Name

Last Name

Address

City, State, Zipcode

Phone Number

Email

## LISTING PACKAGES

Choose between our distinct packages and discover all that Bridge to Music has to offer. Create your own listing and separate yourselves from the pack. Both packages allow you to manage your listing and change content anytime throughout the year.

### FULL LISTING **\$500 / yr**

*Full Listings* allow you to expand the reach of your profile by integrating 4 additional informational areas; Faculty, Campus, Admissions and Scholarship pages. In addition, your listing will appear above the *Basic Listings* giving you more visibility.



#### Overview Page

Customize the general description of your program.



#### Faculty Page

Add a complete list of your faculty with links to their bios and photos.



#### Campus Page

Describe the availability of on-campus housing and local alternatives.



#### Admissions Page

Outline important deadlines, special dates and specify other requirements.



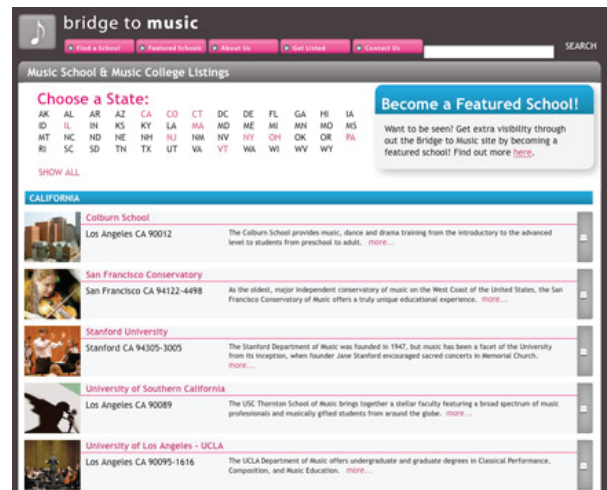
#### Scholarship Page

Include detailed information about financial aid.

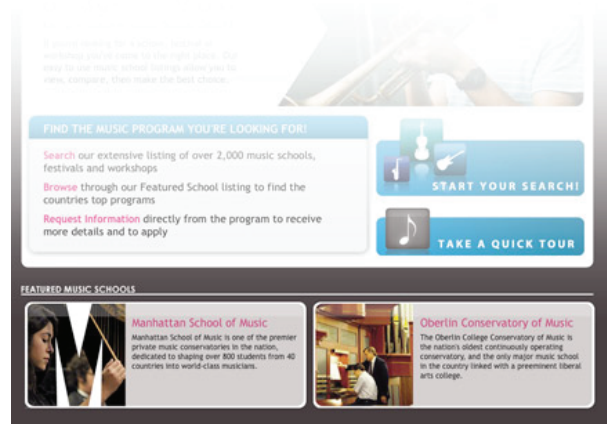
### FEATURED LISTING **\$2500 / yr**

*Featured Listings* include all the benefits of the *Full Listing* plus the highest priority within our site, yielding the highest rankings in the search results. *Featured Listings* also include Banner Ad space circulating throughout the site and inclusion in our *Featured Schools* page - an area dedicated to the country's top music programs.

#### Featured Schools Page



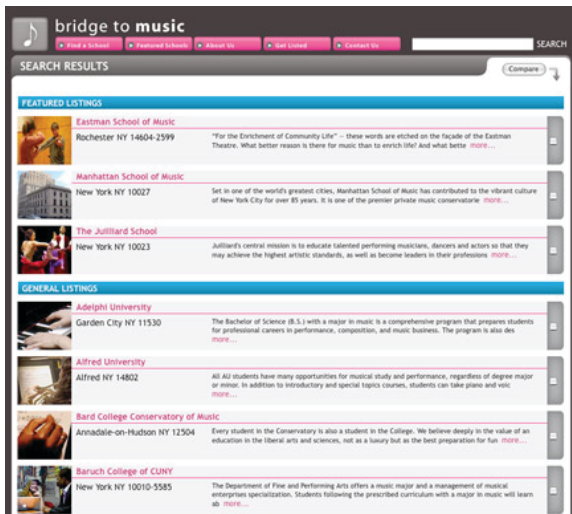
#### Banner Ads at the bottom of every page





## SEARCH RESULTS

### SEARCH RANKINGS



Ranking on the search results page is determined by the listing package you choose. Here's how it breaks down:

**First** - Featured Listing

**Second** - Full Listing

**Third** - General Listing

## NEW FEATURES COMING IN 2008

### ALL NEW PRIVATE MUSIC TEACHER SECTION



Coming this summer, the Bridge to Music community is expanding in a major way.

The site's scope will include not only the largest listing of music schools in the country, but also dedicated Music Workshop and Music Festivals Listings and a Brand New Private Music Teachers listing.

### YOUR LISTING IS ABOUT TO GET EVEN MORE POWERFUL



Make your listing more engaging and interactive.

Bridge to Music is bringing the ability to embed YouTube clips to your listing, allowing you to talk directly to you future students, as well as integrating Google maps, so they can find you every time!

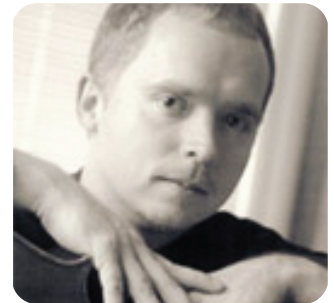


## JOIN THE BRIDGE TO MUSIC COMMUNITY!

### RATES

Annual Membership Rates and Reatures.

	General Listing	Full Listing	Featured Listing
General School Info	✓	✓	✓
School Comparison Info	✓	✓	✓
Detailed School Info		✓	✓
Full Search Results (Higher)		✓	
Featured Search Results (Highest)			✓
Featured School Page Listing			✓
Featured School Banners			✓
<b>Cost</b>	<b>FREE</b>	<b>\$500 / year</b>	<b>\$2500 / year</b>



"What a great resource. I never realized there were so many musical outlets for musicians out there!"

*Raphael Jezierski, Cellist*



"I've recommended Bridge to Music to all of my students. It's the best resource I've ever seen for kids pursuing a career in music."

*Anna Starkey, Violinist*

### PRICE COMPARISON

Our rates are a fraction of the cost of traditional print advertising. Compare our rates with a few of the other marketing outlets available.

	Jazz Times	Guitar Player	Strings Mag.
Full pg	\$2,805 / mo	\$9,040 / mo	\$2,665 / mo
Half pg	\$1,960 / mo	\$6,055 / mo	\$1,505 / mo
1/4 pg	\$1,260 / mo	\$3,075 / mo	\$550 / mo

**Bridge to Music Listings: Featured = \$210 / mo Full = \$42 / mo**

### CONTACT US

#### Interested in joining the Bridge to Music?

Give us a call or write us at the email below. We can be reached Monday thru Friday, 10 am to 6 pm EST.

**Tel.:** (646) 454-0150    info@bridgetomusic.com    59 Warren Street, 5th Floor,  
**Fax.:** (212) 954-5037    www.bridgetomusic.com    New York, NY 10007