

## Display Your Product in the 2009 Holiday Shopping Section!



Both the holidays and the music industry's busiest time of the year will soon be upon us. And that means it's almost time for the annual **Acoustic Guitar Holiday Shopping Section**. By reserving a listing (or two) in the Holiday Shopping Section, your company will be getting your products in front of more than 134,000 gear-hungry guitarists who read *Acoustic Guitar*!

The Holiday Shopping Section is a special advertising section, **published in the December 2009 issue**, to provide the readers of *Acoustic Guitar*, and their family members, with the definitive holiday shopping resource at their fingertips. Show off your guitars, accessories, instructional material, or amplification equipment, and boost your sales during this year's holiday shopping frenzy. As an added bonus, **the Holiday Shopping Section will be posted online at AcousticGuitar.com during the**

**months of November and December**, and that's not all! We will be sending a dedicated e-mail blast that will feature all the holiday listings to our 43,000-plus opt-in subscriber list, allowing you to reach our readers while they have guitars in mind, and are one click away from buying your product!

The price to be included in this special section is **only \$495**. Just reserve your space(s) and send in your text and photos **by September 7**, and we'll take care of the rest. Your text, which can be up to 50 words, should be submitted using our online form located at [AcousticGuitar.com/hss](http://AcousticGuitar.com/hss). Photos should be e-mailed directly to your advertising representative. Please make sure your photos are at least 300 dpi, supplied in TIFF or EPS format, and include clipping paths.

Thank you for considering this special offer to ensure a successful Holiday Season!

## Rafael Guitar

Known all over the world for outstanding playability, versatility, and tone. What sets Rafael Guitars apart from other high-end guitar manufacturers? Value. A solid-wood body and neck, innovative design, and top of the line appointments—all at a price far lower than you would anticipate from the most respected name in guitar making.



Rafael Guitars  
(800) 637-2852  
[www.RafaelGuitars.com](http://www.RafaelGuitars.com)

Sample Display

## Reserve Your Holiday Shopping Section Today! Contact:

**ADRIANNE  
SERNA**

Western Region  
(415) 485-6946 ext. 633  
[adrienne@stringletter.com](mailto:adrienne@stringletter.com)

**CINDI  
KAZARIAN**

Northeastern Region  
(415) 485-6946 ext. 605  
[cindi@stringletter.com](mailto:cindi@stringletter.com)

**SARAH  
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Central Region  
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[sarah@stringletter.com](mailto:sarah@stringletter.com)

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