

# Music Download Cards

## iPod,<sup>®</sup> MAC and Firefox Compatible



## What is a Music Download Card?

- A prepaid music download card contains a preset amount of free music tracks.
- The songs can be downloaded from the music website simply by entering the PIN number when requested.
- Over 3.2 million songs, spanning all genres.
- The cardholder is now able to transfer songs to portable devices or burn them onto CDs.\*



### FREE MUSIC!

To redeem your free music, carefully follow the instructions indicated on the website address below:

[www.mypromotrax.com/XXXXXXXX](http://www.mypromotrax.com/XXXXXXXX)

Enter PIN Number:

For promotional use only. Not for resale. Not responsible for lost or stolen cards. Service requires an internet connection. Subject to Provider's Terms & Conditions.

Must be redeemed no later than xx/xx/xxxx.

**\*Over 2 million songs iPod® compatible  
MAC and Firefox compatible.**

Music download promotions are extremely versatile. They can be printed on a plastic card (as shown above), delivered online, or printed directly on the product packaging.

## How Music Download Cards Work

1.



Printed instructions direct cardholders to a landing page.

2.



The landing page is branded with your company's name, logo, hyperlinks, etc. The page then redirects them to the music site to redeem their PIN number.

3.



The cardholder is now able to download tracks from over a 3.2 million song library, transfer them to portable devices and burn them onto CDs.

## Applications / Industries



- In/On-Pack Promotion
- Direct Mail
- Enrollment Incentive
- Gift with Purchase
- Product Launch
- Trade Shows
- Employee Gifts
- Consumer Goods
- Automotive
- Schools / Universities
- Media / Technology
- Non-profit Organizations
- Retailers / Manufacturers
- Banks / Credit Unions

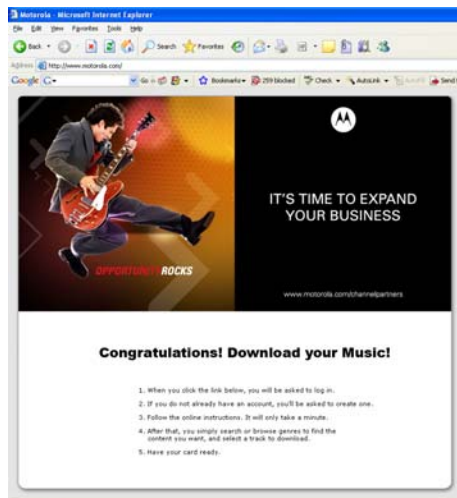


## Promotion Ideas

- Hand-out Music Cards for new account openers, a great way to reach students new to banking and finances.
- Go cardless under the cap! Print Music Download promotional codes under beverage caps and send sales through the roof!
- On-pack - clean release Music Cards peel away from the beverage packing as a keepsake.
- Increase trade show traffic while giving them something to remember you by with a Music Download Card.
- Gather important customer information by requiring attendees to complete a survey prior to receiving their free Music Download. Upon completion just e-mail them music redemption codes and instructions!

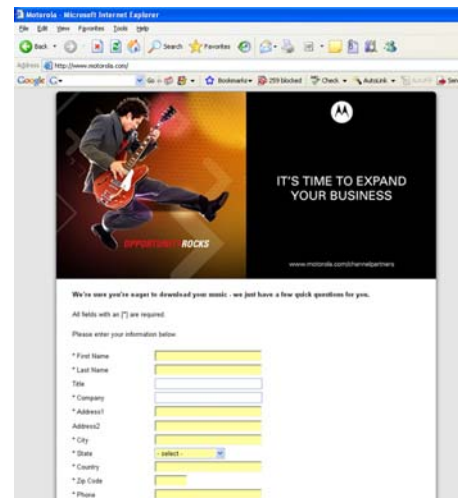
## Options: Custom Landing Pages

*Before users receive their free music tracks, you can direct them to a custom landing page that allows your company to interact, educate and up-sell current customers and prospects.*



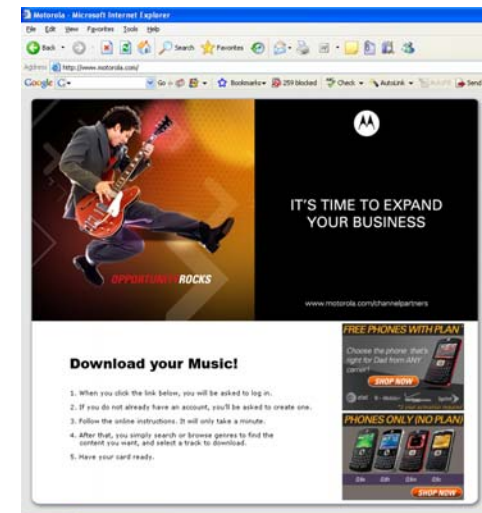
### Branded Landing Page

A branded landing page can be as simple as your company's colors and logo, or as interactive as a flash site.



### Survey Landing Page

A survey is a great marketing tool. Once the survey is filled out, cardholders are directed to the music website to redeem their content.



### Up-Sell Offer Landing Page

An up-sell offer drives cardholders back to your product. Up-sell offers can be a coupon, an event invitation or a new product launch.

## Why Choose Music Download Promotions?

- Your brand can now leverage the popularity of digital music downloads
- Over 2 million songs iPod® and MAC compatible!
- Very versatile and flexible promotion
- Cost-effective
- Easy to deliver and redeem
- Interact with your customers like no other promotional product

