

Our digital music promotions combine the universal appeal of music with the instant access and personal choice your customers demand.



## Digital Music Promotions

Make your next promotion sing by giving away music, a powerful incentive that transcends demographics and never loses its appeal.

With our digital music promotions, you can give your customers instant access to their choice of more than two million songs from top artists while providing your company with the solution it needs to drive sales, build Web traffic and obtain valuable customer information for ongoing communication. Our music is available in both WMA and MP3 formats, enabling consumers to download songs to their computer, or directly to their iPod or other MP3 player.

## How It Works

Our digital music promotions are delivered through a unique promo code and URL that directs consumers to the Puretracks music library. Each code can be good for as many free songs as you desire, and can be distributed to consumers in-pack, on-pack, virtually or through custom-designed cards that reflect your brand.

Just tell us about your promotion goals and we'll work with you to design a solution that meets your needs – from determining how many songs you want to deliver, to deciding how best to distribute them to consumers. Our innovative, turnkey solutions include code generation, custom-landing pages, printing and fulfillment. They also include our proprietary risk underwriting service, enabling us to provide you with a low, fixed-cost promotion that works within your budget.

## The Benefits

- **Connect with Your Customers:** Our online surveys enable you to capture value customer data for ongoing communication
- **Drive Sales:** Move products off the shelf with an incentive that everyone wants
- **Increase Web Traffic:** Drive consumers to your Web site first to further promote your products and services
- **Build Brand Awareness:** Our music store can feature a custom landing page that mirrors the look and feel of your brand
- **Eliminate Storage and Distribution Costs:** Digital music requires only a promo code and URL that can be printed in-pack, on-pack or delivered virtually

## Performing For Your Brand

### the answer you need

Music Solutions  
for Both U.S. and Canada

Web-Based Service:  
No Software to Download

Extensive Music Library:  
WMA and MP3 Files Available

Innovative, Turnkey Solutions

Proprietary Risk Underwriting  
for Budget Certainty

### comprehensive promotional solutions

In-Pack/On-Pack

Event Marketing

Customer Incentives

Rewards Programs

Thank you Gifts

Employee Programs

## Check Out Some of Our Client Music Promotions:

<http://us.puretracks.com/pcpromos>

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888.701.3873

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**visit:**

[www.promotionalcurrency.com](http://www.promotionalcurrency.com)