



Dear Band and Orchestra Supplier:

SBO - SCHOOL BAND & ORCHESTRA, *The Management Magazine for School Band & Orchestra Directors*, is your #1 resource for reaching music educators across the USA. This highly targeted publication reaches 20,000 music educators each month, in print, digital, and thousands more on-line, who are your customers and potential accounts. Your company or music college will benefit from *SBO*'s leading circulation, editorial content, advertising support, and business services. Plus, *SBO* reaches across the globe with our market leading digital magazine, e-newsletter, and e-marketing services.

SBO features 12 exclusive issues, which include the **Annual Director's Resource Guide**, December 50 State/50 Top Directors issue, **Orchestral issue**, **Fundraising and Travel Guide**, **Back to School Spectacular**, and many more. We also publish the **Music Parents Guide** reaching 8,500 music booster organizations, and the music student's **College Search and Career Guide**, a unique reference which helps over 80,000 music students plan their college choice and career path. This essential guide will soon be complemented by **Yopus.com**, an exciting new online research resource where students and parents can learn about college music programs that are most relevant to their needs. Look for the launch in 2012.

As your marketing partner, *SBO* can offer you a wealth of exclusive services to help you maximize your visibility to music educators. By placing a consistent schedule of advertising you can help to build your brand, image, and customer base. Whether you are selling piccolos, fundraising services, travel or festivals, or a college music program, *SBO* is essential to reaching your market. In addition to being the leading advertising venue in the music education arena, we offer your company targeted mailing lists, inserts, email services, convention catalog distribution, reprints, and so much more!

SBO's core readership is school band and orchestra directors from fourth through twelfth grade, as well as music department heads at major universities and conservatories. In addition, thousands of bonus copies are distributed at important music educator conventions and industry conferences for maximum exposure.

We look forward to speaking with you personally to help you plan an effective advertising campaign. Please call us to get started: 1-800-964-5150.

Cordially,

A handwritten signature in black ink that reads 'Sidney L. Davis'.

Sidney L. Davis
Group Publisher

A handwritten signature in black ink that reads 'Richard E. Kessel'.

Richard E. Kessel
Publisher