

# AAA-09-20-2019-A

DATE: 9/26/2019

## Advertisement for Industry Trade Ads

### RFI Line Items

ECPU-ESTIMATED COST P/UNIT

PMP-POTENTIAL MINIMUM PURCHASE

PAP-POTENTIAL ANNUAL PURCHASE

PF-PURCHASE FREQUENCY

ETD-ESTIMATED DELIVERY TIME

Product	ECPU	PF	ETD	
Industry Trade Ads	1	12	5	Custom advertisements for industry trade publications and magazines (i.e., Billboard magazine). Advertisement message will vary, depending on the artist, occasion, and publication. Creating the advertisement includes design and production. Design includes: designing the ad, layout, color composition/PDF (with specific artist artwork). Production includes: production supervision, photo retouching, and final high resolution. See attached
Totals				