

www.33-45-78.com

International Record Shop Database

Banner advertising: information, prices and conditions

Contact: **Ian Warner**

blotto services, Zehdenicker Straße 21, 10119 Berlin

Tel.: +49 (0)30 44 35 03 02 Fax.: +49 (0)30 44 35 03 10 warner@blottodesign.de

Konto 70 72 76 70 09 BLZ 100 900 00

St-Nr. 37/480/20785, Ust.-ID-Nr. DE813516739

Background

The website www.33-45-78.com is a part of the well known pixel-design website www.robotnikdesign.com which has been online since 2001 and featured in various design books and magazines.

General information

33-45-78 is a database containing the best independent, vinyl-selling record shops in the world. Searching the database is made easy through the use of clickable maps. A world map is divided into six regions: Europe, the Americas, Africa and Middle East, Asia, Russia and Australasia. Clicking on a region brings the user to an enlarged view showing individual countries. After clicking on a country, searches can be narrowed down further by choosing cities and music genres.

Audience

The map-based search method means that 33-45-78 will be very attractive for any vinyl-junky planning on travelling to a new country. Visitors to a city sitting in an internet café will be able to quickly look up local record shops.

Independent record shops are usually completely ignored by guide-books; in the best cases one or two may show up in the shopping section. Since small independent record shops are often tucked away in back streets, they are usually only found by the truly curious city visitor.

As well as travelling vinyl-fans, 33-45-78 will be a great reference for anyone wanting to know more about their own city.

How are record shops listed?

As the result of a search, record shops are listed with their city and country. Clicking on a shop name pulls up further information divided into the following categories:

Shop name

Genres sold

Media sold (LPs, 12", 7", MC, DVD, VHS, books, magazines, clothes etc)

Type (new, second-hand)

Street address

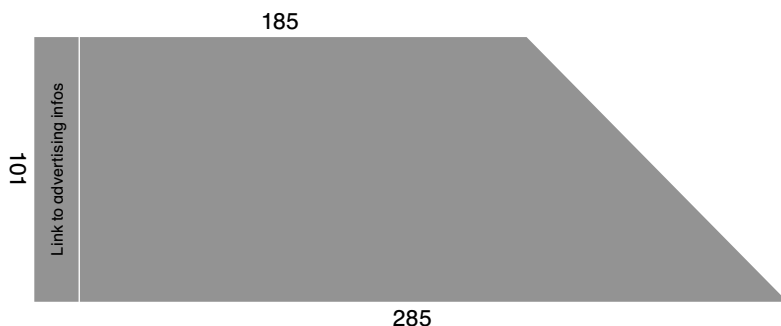
Public transport connection

Web address as link

In some cases a short description of the shop will be provided

Banner advertising

A small space for banner advertising is available at the top of 33-45-78. Its unusual format matches the angular design of the site.



Design All banners will be based on a standard universal design. Inclusion of a shop logo, a small photo or a colour associated with the shop is possible. Due to the very low advertising rates and the importance of 33-45-78's design, custom banners are not yet an option.

Rotation 33-45-78 is very young, but will grow. Currently banners will be chosen randomly from a pool, which will vary in size depending upon the amount of advertisers. In the future, a dynamic system will be created whereby banners are selected according to context: for example, a Berlin search will only call up banners for Berlin stores. Prices will then be readjusted.

Period	Price
1 month	6 Euros
2 months	12 Euros
3 months	18 Euros
4 months	22 Euros
5 months	26 Euros
6 months	30 Euros

Listed prices do not include 16% Mehrwertsteuer.

All prices include layout and production of banner. A 'month' is 30 calendar days.

Payment is to be made at the beginning of each period. The advertising period can begin at any time in the month. The banner will go online soon after payment transactions have been booked. Payments are to be made by bank transfer to the account of blotto services GmbH to be found on the first page.

Infos as of 8/3/2005

What does 33-45-78 look like?

It looks a bit like this:

33:45:78
International Record Shop Database

Promote your record shop here for as little as 6 Euros a month.
Click here for terms and conditions.

Dig a Little Deeper ↗ Europe / Germany / Berlin

Genre
Hip Hop, Soul, Electronic, Drum and Bass, Ragga, Dub, Latin, Jazz

Media
LP, 12", 7"
New and 2nd hand

Address
Tor Straße 50, 10119 Berlin

Public Transport
Rosenthaler Platz, U8

Friendly ground floor shop front store with enthusiastic approachable staff and two listening stations in the window.

Search

City: Genre:

Results 34 shops found

Dig a Little Deeper	Berlin, Germany
Dense	Berlin, Germany
Scratch Records	Berlin, Germany
Freak Out	Berlin, Germany
Hard Wax	Berlin, Germany
Neurotitan	Berlin, Germany
Space Hall	Berlin, Germany