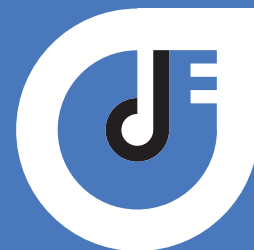



IMSTA AD COMPETITION 2007



Are you an Advertising genius?

Can you communicate ideas in simple, amusing, effective and memorable ways? Then help us by creating print ads for entry into the IMSTA Ad Competition 2007 - you can win \$1,000.00, not to mention do some good. The ad should be connected to the central IMSTA message:

WIN
\$1,000.00



Respect yourself, your craft, your work and the work of others. You make music using tools the same way a carpenter makes furniture using tools. You may make music for fun or for profit but regardless you wouldn't want to equip your studio with stolen tools. You wouldn't use stolen speakers, a stolen mixer or a stolen computer. In the same way you shouldn't use stolen software.

The software community has made a huge contribution to the democratization of music creation. This is to your benefit. The price of making an CD today is a fraction of what it was a decade ago, with even better quality. The software community creates great products that are no less important to music creation than a Gibson Les Paul or a Yamaha Motif. These products are created by real people, like you, working to make their products better and better for the benefit of their customers - you.

Don't use pirated software because by doing so you are killing the software industry. If software developers can't make a living developing software they will have to stop making software and find another way to make a living. Without future development of software tools we all lose. Buy the software you use.

DO IT, DELIVER IT, WIN IT

You don't have to deliver a finalized ad. A rough sketch, script or central idea that communicates our message in an interesting way will suffice. Send your ad to Jörg Beckmann j.beckmann@imsta.org by August 31, 2007. The winner will receive a \$1,000.00 cash prize with 2nd and 3rd places receiving \$500 and \$250 respectively. The winning ads will be published in major industry magazines like EM, Keyboard, EQ, Remix, MacMusic, Future Music and others!

www.imsta.org

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The International Music Software Trade Association is a non-profit organization that represents the interests of music software and soundware publishers. One of our most important functions is to advocate for the legal use of software in the music production and creation landscape. We do this primarily through public education campaigns. We are supported by our members who are software and soundware developers, distributors, retailers and publications. We are fighting piracy on moral grounds appealing to the good in all of us. We are trying to change behavior.