



Music's Biggest Night®

The Recording Academy® is pleased to announce FX Marketing Group Inc. of Tampa, Fla., as the Official Publisher of the 54th Annual GRAMMY® Awards Souvenir Book.

FX Marketing Group, operating since 1996, has published for some of the largest sports and entertainment brands in the world, including America's Cup, ESPN, NASCAR, the NFL, and the PGA Tour. For the first time in GRAMMY history, The Recording Academy and FX Marketing Group will make the Official GRAMMY Awards Souvenir Book available at retail to music fans nationwide.

The Official Souvenir Book is the only official nationally distributed newsstand publication that links the rich heritage of the GRAMMY Awards with music fans and enthusiasts. A beautifully illustrated, lavishly produced 200-plus-page book published as a high-quality collector's edition ensures a lifetime of impressions.

At only \$9.95 the Official 54th Annual GRAMMY Awards Souvenir Book will be nationally distributed at outlets such as Barnes & Noble, Walmart, Target, Books-A-Million, HMS Host airport stores, as well as in the GRAMMY Awards online store and at the GRAMMY Museum (at L.A. LIVE in downtown Los Angeles) and other official GRAMMY retail outlets and websites. All 12 Recording Academy local Chapters representing all major metropolitan markets will also feature the book at regional events and programs.

This platform will provide advertising partners a reach across the nation that only Music's Biggest Night® can offer. With this beautiful official book, you will not only reach your key customers, you will benefit from the reach and impact of The Recording Academy.

Established in 1957, The Recording Academy is an organization of more than 20,000 musicians, producers, engineers, and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. The Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education, and human services programs. Our affiliated charities, MusiCares® and the GRAMMY Foundation®, help support the music community with health and human services and the broader community through music education and appreciation.

Thank you in advance for taking the time to review the promotional materials provided by FX Marketing Group and for your consideration in participating in our special publication.

Sincerely,

Neil Portnow
President/CEO
The Recording Academy





54TH
GRAMMY[®]
AWARDS



ARCADE FIRE
Album Of The Year winners
53rd GRAMMY[®] Awards

Photo by Tim Mosenfelder/Getty Images

Overview

The 54th GRAMMY[®] Awards is produced by The Recording Academy[®], the collective voice of the music community for more than 50 years, from advocacy for music people on Capitol Hill to grassroots music education and wellness initiatives through the work of their affiliated foundations. The Recording Academy is the music industry's strongest advocate and voice.

The most renowned of The Academy's programs is the GRAMMY Awards, Music's Biggest Night[®]. The awards show is the culmination of a series of live events known as GRAMMY Week, and the telecast was watched by more than 26 million fans nationwide last February.

The Audience

The 53rd GRAMMY Awards was No. 1 for the week and enjoyed its best ratings in more than a decade. The show has aired live on CBS since 1973 and features the biggest stars in music in every genre and generation. The groundbreaking performances make music history each year.



JAY-Z
3-time winner
53rd GRAMMY[®] Awards

BRUNO MARS
Best Male Pop Vocal
Performance winner
53rd GRAMMY[®] Awards



BEYONCÉ
6-time winner
52nd GRAMMY[®] Awards

Jay-Z photo by Tim Mosenfelder/Getty Images; Bruno Mars photo © 2011 WireImage; Beyoncé Photo by Kevin Winter/American Idol 2011/Getty Images



FX Marketing Group, Inc.
300 S. Hyde Park Ave., Suite 202
Tampa, FL 33606

Phone: (813) 283-0100
Fax: (866) 668-5412

GRAMMYSouvenirBook.grammy.com
www.FXMarketingGroup.com



54TH
GRAMMY[®]
AWARDS

Distribution/Circulation

The 54th GRAMMY Awards Souvenir Book is gifted exclusively at Music's Biggest Night where more than 12,000 of the most influential people in music, including major label executives, leading independents, musicians, songwriters, managers, producers, engineers and other industry leaders join the biggest music gathering of the year.

This year, nationwide bookstores, newsstands and airport stores including Walmart, Target and Barnes & Noble will carry the book at a cover price of \$9.95. Fans across the country can buy the official book at retail for the first time in history.

The Souvenir Book will also be made available on the official GRAMMY Awards websites, through the GRAMMY Museum, and through The Academy's 12 major Chapter markets in Atlanta; Chicago; Los Angeles; Memphis; Miami; Nashville; New York; Philadelphia; San Francisco; Seattle; Austin, Texas; and Washington, D.C.



ESPERANZA SPALDING
Best New Artist winner
53rd GRAMMY[®] Awards

Photo by Juan Naharro Gimenez/Getty Images



Rates and Premiums

All advertising quotes are for supplied digital four-color creative.

Two Page Spread	\$25,000 net
Full Page	\$17,500 net
Half Page	\$9,500 net

About FX

In addition to being selected exclusively by The Recording Academy to publish the Official GRAMMY Awards Souvenir Book, FX has worked as an international sports marketing, event management and publishing firm since 1996. FX has worked with NASCAR/NASCAR Hall of Fame, the NFL Hall of Fame, the NFL Alumni Association, the PGA Tour, America's Cup, IMG, Skins Game, ESPN, and Bass Masters.

Please go to www.fxmarketinggroup.com for company details and digital samples of previous works.



FX Marketing Group, Inc.
300 S. Hyde Park Ave., Suite 202
Tampa, FL 33606

Phone: (813) 283-0100
Fax: (866) 668-5412

GRAMMYSouvenirBook.grammy.com
www.FXMarketingGroup.com