



The Guitar Wall Challenges Conventional Advertising Models with Permanent Ad Space

Irvine, CA, July 17, 2008 --(PR.com)-- The Guitar Wall (www.TheGuitarWall.com) is now over a year old and successfully challenging conventional advertising models by offering permanent ad space on five independent platforms, all focused on the world of guitar. With over 250 “wall spaces” acquired, The Guitar Wall has developed a large community of guitar builders, manufacturers, suppliers, players and enthusiasts in the U.S. and now internationally.

In addition to being an efficient and highly engaging visual resource, The Guitar Wall also offers a very cost-effective advertising alternative to expensive magazine ads and other recurring online media buys. When a company acquires a wall space on any one of 21 different walls, they effectively “own” the space which can be edited anytime, as often as needed by simply logging in and making the necessary changes.

According to Jeffrey D Brown, the creator and producer of The Guitar Wall, “The Wall is a unique environment that effectively combines an engaging visual resource and an effective marketing vehicle that together deliver an increasing ROI and a decreasing CPx. And in today's economy, that's a real plus.”

Acquiring wall space on any of the The Guitar Wall's platforms is an easy “self-serve” process that takes about 5 minutes. For those who may need a little help, there's a toll-free phone number and live onsite help via chat.

With its strong name recognition, The Guitar Wall brand is branching out with a variety of ancillary components including a new online Reference Library launching this month.

About The Guitar Wall

The Guitar Wall, known as “The Official Wall for Guitar, Bass, Amps and Accessories”, is a novel resource for guitar players and enthusiasts as well as an effective marketing vehicle for guitar builders, related manufacturers, suppliers and dealers. Developed by producer and publisher, Jeffrey D Brown and GSi Media Network, the well-known site consists of 5 independent platforms with 21 different walls. It is efficient, engaging, organic and ongoing.

For more information, visit www.TheGuitarWall.com

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