

musical
america
WORLDWIDE

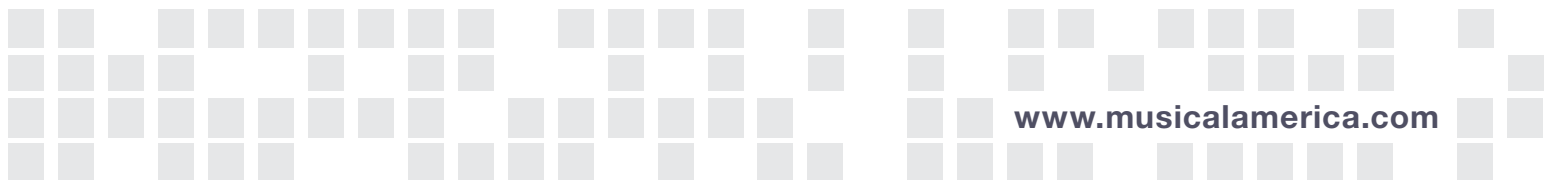
[media kit]

2015-2016

Musical America Directory
MusicalAmerica.com
E-Newsletter



...my daily musical bible for half a century. Nothing resembles its usefulness.



[inside this media kit]

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“An invaluable source for
the music community.”

– **Chin Kim**
Violinist

[print+digital (PDF) and online media kit]

Musical America is relied on by **key decision makers** and influencers at orchestras, opera companies, festivals, competitions, and presenting organizations around the globe.

Musical America has been **the industry standard for over 100 years**. Credible, respected, and trusted, the print and digital editions, as well as MusicalAmerica.com, consistently provide **comprehensive and reliable information** with unmatched international reach.

[print]



[online]



[newsletter]



For additional information on advertising, please contact us
via mail PO Box 1330, Hightstown, NJ 08520
via phone 732-851-6988 via email jwasserman@musicalamerica.com

[reach buyers of talent around the world]

■ Who We Are

Musical America has long been known as **the definitive source** for international performing arts contact information around the world. With 14,000 performing arts organizations and 8,000 artists **in more than 95 countries**, that's not a boast, it's a fact.

■ What We Do Best

Quality and quantity—we've got both. Our data is updated annually via questionnaire, and a **99% return rate** ensures an impressive level of accuracy. We've also made it easy for buyers of talent to find you with our Categorical and Alphabetical indexes.

■ Our Circulation + Readership

Print Directory Total Circulation: 10,000
Controlled: 8,500
Trade Show and Paid Copies: 1500

Digital Edition Circulation: 8,000
(of the total 10,000; mostly international)

■ Where Do Our Readers Work?

These prestigious industry professionals are from the **world's leading orchestras, opera companies, presenters festivals, performing arts series and more.** Their titles include:

- Executive Director
- Music Director
- Artistic Administrator
- General Manager

[print advertiser benefits]

You'll Want to Advertise with Musical America

Advertising is much more than a print ad, it is a complete media program designed to maximize your exposure at an affordable price.

The Musical America Directory is delivered directly to thousands of buyers of talent in print and in our digital edition. **Your ad will have an impact all year long.**

Achieve your marketing goals with advertising:

- Reach new customers
- Stay ahead of the competition
- Build relationships with clients
- Sell. Sell. Sell.

Value-added advertiser benefits:

- **FREE** copy of Musical America print and digital editions
- **Listing in MusicalAmerica.com** searchable databases
- **Listing in all print indexes: alphabetical and categorical**
- **Discounts on advertising in other Musical America products**

89.5% of subscribers approve or influence purchasing decisions for their companies*

*Source: Survey of Festivals, Opera Companies, Orchestras, and presenters (and more) worldwide January 2013

[digital edition (PDF)]

We're Digital Too

Your ad will appear in the interactive version of the print directory at no additional charge. The digital edition is sent by email to Musical America's carefully researched controlled circulation: 8,000 global performing arts professionals.

The Digital edition can be accessed anywhere at any time — All that's needed is an Internet connection and Adobe Acrobat reader!

Digital advertising options will boost your exposure.

Digital Edition advertising options will boost your exposure

DIGITAL EDITION UPGRADES

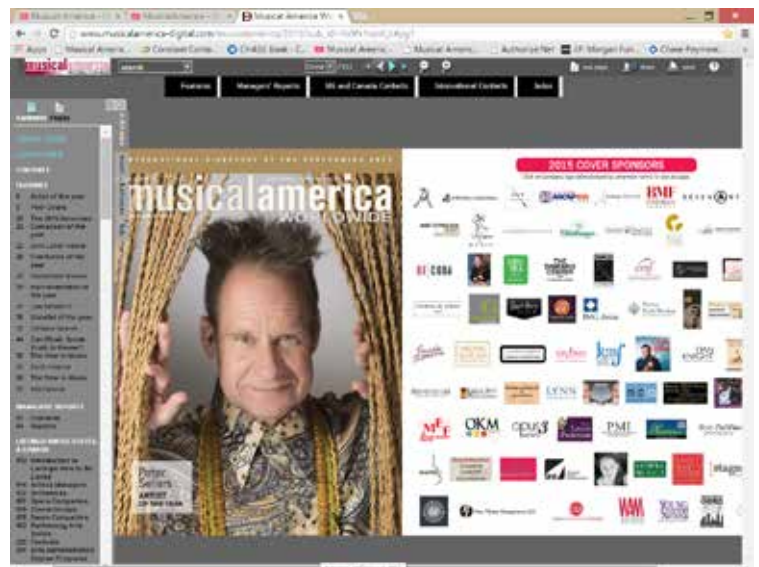
Cover Sponsor Linked Logos

Your logo will appear on the home page of the digital edition for an entire year.

Clicks through to the page with your ad!

Upgrade charge: \$75 (Available as an upgrade for **Other Available Options**)

Button ads, Pop ups, Flash, Video, Deep Links
Rates Available upon request



Space for digital upgrades is limited and subject to availability.

[ad sizes]

Non Bleed	Width x Height	Width x Height
Full Page	7" x 10"	17.78 x 25.40 cm
2/3 page	4 9/16" x 10"	11.59 x 25.40 cm
1/2 island	4 9/16" x 7 3/8"	11.59 x 18.73 cm
1/2 horizontal	7" x 4 7/8"	17.78 x 12.38 cm
1/3 vertical	2 1/8" x 10"	5.40 x 25.40 cm
1/3 horizontal	4 9/16" x 4 7/8"	11.59 x 12.38 cm
1/4 page	4 9/16" x 3 1/2"	11.59 x 8.89 cm
1/6 vertical	2 1/8" x 4 7/8"	5.40 x 12.38 cm
1/6 horizontal	4 9/16" x 2 3/8"	11.59 x 6.03 cm
1/8 page	3 1/2" x 2 1/2"	8.89 x 6.35 cm
2 inch, 1 column	2 1/8" x 2"	5.40 x 5.08 cm
1 inch, 1 column	2 1/8" x 1"	5.40 x 2.54 cm

Bleed	Width x Height	Width x Height
Full page (live area)	7 3/8" x 10 1/8"	18.73 x 25.72 cm
Trim size	8 1/8" x 10 7/8"	20.64 x 27.62 cm
2/3 page (live area)	4 7/8" x 10 1/8"	12.38 x 25.72 cm
Trim size; bleeds right only	5 1/4" x 10 7/8"	13.34 x 27.62 cm
1/3 page V. (live area)	2 3/8" x 10 1/8"	6.03 x 25.72 cm
Trim size; bleeds right only	2 3/4" x 10 7/8"	6.99 x 27.62 cm
1/2 page H. (live area)	7 3/8" x 5 1/8"	18.73 x 13.02 cm
Trim size	8 1/8" x 5 1/2"	20.64 x 13.97 cm

NOTE: Text must not exceed live area; ADD 1/4" bleed on all sides.

[print specifications]

The preferred format for receipt of print advertising files is PDF.

[software]

The following software programs are supported:

- QuarkXpress (7 or lower)
- Adobe InDesign (CS6 or lower)
- Adobe Photoshop (CS6 or lower)
- Adobe Illustrator (CS6 or lower)

Any other applications are unacceptable.

[fonts]

- **FONTS MUST BE EMBEDDED.**
- Supply all printer and screen fonts, including fonts embedded in art files.
- Pseudo-type commands should not be used. (i.e., if italics are desired, then the italic version of the font should be used, not the italic style)

[how to embed fonts in PhotoShop]

- Make sure the color mode is Grayscale.
- Select "Don't Merge" when changing the color mode. Leave the layers as is.
- Make sure there is no faux bold, ital, cap, etc. (Don't click on any of the little boxes that change the text characteristics. Must use the actual font.

- Go to File/Save As Photoshop PDF. Uncheck box on "Embed color profile..."; click Save.
- Pull down menu on top, select "Press Quality." You can leave checked boxes as is.
- On left, "Output"; under "Color" change "Color Conversion" to "No Conversion" and make sure that "Profile" "Don't Include Profile" is selected.
- Save PDF.

[scans]

- Scanned images must be saved as TIFF or EPS.
- Line art should be scanned at 600 dpi and saved as TIFF. Be sure not to scan line art as halftone. (In Photoshop, use the "Bitmap" mode)
- Black and white photos should be scanned at 300 dpi as grayscale. Ideally the shadow dot should not exceed 90; mid-tones 40-50%; any dot under 5% will drop to white.
- 4/C images should be scanned at 300 dpi and converted to CMYK (not left as RGB), with an ink limit of 280%. The high-res image should be imported directly into the document.
- Do not enlarge images over 110%.

Advertising Deadlines:

Space reservations: 1 October

Materials: 8 October

Materials may be submitted to advertising@musicalamerica.com.

PDFs accepted only if press quality with fonts embedded. NO JPEGs accepted.

Please include contact information and advertiser name.

[rate card provisions]

1. Advertising will be accepted on a first-come, first-served basis.

2. All accounts are pre-paid unless otherwise noted on contract and approved by Musical America Worldwide. Payment in U.S. currency only. Funds must be drawn against a U.S. bank. **Cancellations for print advertising must be received in writing on or before October 1, 2015; cancellations for online advertising, one week prior to start date.**

3. In the event of non-payment, the publisher shall have the right to hold the advertiser and/or its agency jointly and separately liable for such monies as are due and payable

to the publisher. Rendering a bill to the advertiser's advertising agency shall not relieve the advertiser in the event of non-payment by the agency. Payment by the advertiser to its advertising agency will not constitute payment unless payment is actually received by the publisher.

4. The advertiser and its advertising agency shall be responsible, jointly and severally, for all content of advertisements (including text, illustrations, trademarks, and other material) and shall defend, indemnify, and hold the publisher harmless from and against loss, expense, or other liability, including the publisher's actual attorney's fee, resulting from any claims or suits for libel, violation of rights of privacy, plagiarism, copyright infringement, and any other claims that may arise out of the publication of such advertisements.

5. All advertising is subject to the publisher's approval. The publisher reserves the right to reject advertising for any reason, including advertising that the publisher deems inappropriate or incompatible with the publication's standards.

6. The publisher is not liable if, for any reason, it becomes necessary to omit an advertisement.

7. The publisher's liability for any error will not exceed the charge for the advertisement in question.

8. The publisher reserves the right to place the word "advertisement" with any copy that in the publisher's opinion, resembles editorial matter.

9. No conditions (printed or otherwise) appearing on space orders, billing instructions, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.

10. The publisher is not liable for failure to perform or a delay in performance caused by strikes, accidents, fires, acts of God, or other contingencies beyond the publisher's control.

**For advertising rates please register at
www.musicalamerica.com/advertising/rates**

For additional information on advertising, please contact us
via mail PO Box 1330, Hightstown, NJ 08520
via phone 732-851-6988 **via email** jwasserman@musicalamerica.com

[online advertising]

Flexible. Affordable. Effective

Weekly E-newsletter

Reach out and ignite action—send your message to 27,000+ opt-in members of MA's mailing list in the most targeted email vehicle in the performing arts.

Advertorial:

Advertising in the form of written editorial.

Includes:

- Headline—5-10 words
- Copy—50-60 words
- Photo or Logo—150 x 150 pixels
- URL

Top: \$575
Middle: \$460
Bottom: \$345

Production costs included.

Another Cinderella on Broadway: *Cendrillon* at Juilliard

ADVERTISEMENT

Emmanuel Villaume, whose talents are hailed as "vividly illuminating" (New York Times), leads Juilliard singers, the Juilliard Orchestra, and recent Naumburg Prize winner Julia Bullock in the title role in Massenet's version of the beloved Cinderella fairy tale. *Cendrillon* runs April 23, 25, and 27 in Juilliard's Peter Jay Sharp Theater.



Tickets \$30, half-price seniors/students.

www.juilliard.edu/cendrillon

Banner advertising:

Exciting graphic presentation of your business with active hyperlink to web site of your choice.

- 468 x 60 advertisement with URL
- Advertiser supplies artwork

Top: \$500
Middle: \$400
Bottom: \$300



[online advertising]

Flexible. Affordable. Effective

MusicalAmerica.com

Online hub of the performing arts. 90,000+ pageviews per month. Bookmarked and referred to daily by leading industry executives, artists, artist managers, music critics and more.

Leaderboard: 728 x 90



Medium Rectangle: 300 x 250



Leaderboard or Side Rectangle Pricing per month per page

- Placement: Home, News, Professional Growth, Job Board
Standard: * \$595
Exclusive: \$1090
 - Placement: ROS (Run of Site—all other pages rotating)
Standard: * \$495
Exclusive: \$910
- * Standard: Maximum of two advertisers could rotate in this position.

Roadblock: Leaderboard and Side Rectangle

- Placement: Home, News, Professional Growth, Job Board
Standard: * \$1090
Exclusive: \$2000
- Placement: ROS (Run of Site—all other pages rotating)
Standard: * \$910
Exclusive: \$1675

Artwork supplied by advertiser: .gif, and flash ads, no larger than 100kbs.

[spotlight ads on MusicalAmerica.com]

Available for Services & Products, Contests and Awards, Festivals, Music Schools

their Law and Disorder blog.

SEARCH

Contests & Awards | Education | **Services, Products & Organizations** | Career Info | NEWS

I am looking for US/Canada Services & Products (Commercial) Services & Professional Music Orgs (non-profit)

Spotlight: Acoustics Consulting

Acentech
33 Noulton St.
Cambridge, MA 02138
(617) 499-8000
www.acentech.com > CLICK FOR MORE <

Spotlight: Web, Email, Digital Marketing

InstantEncore
8380 Miramar Mall, Suite 233
San Diego, CA 92121
(412) 418-4696
www.instantencore.com > CLICK FOR MORE <

Spotlight: Box Office/Tickets

blackbaud Blackbaud
your passion + our purpose
2000 Daniel Island Dr
Charleston, SC 29492-7541
(800) 443-9441
www.blackbaud.com

SPECIAL REPORTS 2013
Ticket Sales
Fundraising/Sponsorships
Mobile Media Marketing
Social Media Marketing
Recordings
Movers & Shakers
Distributed to 30,000+ Key Performing Arts Decision-makers

ADVERTISEMENT

Make Your Business POP!

- Like Google your ad is at top of category page
- Ad displays pre- and post search
- Ad includes logo, company name is bold and red, More Info link
- Includes Facebook, Twitter, and YouTube links so you can be social!
- No more than two ads appear at a time
- Plus BONUS enhanced listing in the search results

Imagineering Studios Inc.
748 W. Algonquin Rd.
Arlington Heights, IL 60005
Phone: (847) 640-6411
Web: www.imagineeringstudios.com
Category: Web, Email, Digital Marketing

InstantEncore More Info
8380 Miramar Mall, Suite 233
San Diego, CA 92121
Phone: (412) 418-4696
e-mail: david@instantencore.com
Web: www.instantencore.com
Chief(s): David Dombrosky, Chief Mktg. Officer
Category: Web, Email, Digital Marketing

KultureShock.Net - Talented Websites for the Most Talented People in the World!
260 Madison Ave., 8th fl.
New York, NY 10016
Phone: (212) 348-8756
e-mail: info@ArtistManager.net
Web: www.ArtistManager.net
Chief(s): Sean Bickerton, Tom Hudock
Category: Web, Email, Digital Marketing

Next >>

TYPE	3 Months	6 Months	9 Months	1 Year
Premium Spotlight	\$190/month	\$175/month	\$155/month	\$125/month
Regular Spotlight	\$165/month	\$150/month	\$130/month	\$105/month

Flexible start dates, no creative required! Just send us a logo and we'll do the work for you!

musicalamerica

www.musicalamerica.com

WORLDWIDE

Musical America Artist Showcase

Make your **international premier** with Musical America!

Reach world-class presenters, buyers of talent, artist managers and music critics.

Artist showcase pages on MusicalAmerica.com **deliver year-round visibility** for individual artists, **composers, conductors and ensembles**. Includes listing of your name alphabetically and by category in MusicalAmerica.com database of artists

ma 2016 Artist Showcase:

- Artist/Group Name
- Specialty: (ie. Piano, Ensemble)
- Photo (hi-res, 250x250 pixels maximum)
- Sample Video to embed on page
- Biography (limit 500 words)
 - Link to download full bio file
- Management Contact (or self)
 - Address ■ Phone ■ Email address ■ Web site
- YouTube, Twitter and Facebook links
- Reviews (150 words max., limit 3)
- Discography: Covers (limit 3) ■ Links to purchase

Artist Showcase Annual Cost: \$725

BONUS: Rotating ad on Gallery and Home pages of MusicalAmerica.com

Advertise in the 2016 Musical America Directory:

- Online Showcase: \$725
- 1" Print Ad: \$280
Total Cost: \$1005
- **Package Discount: \$110***
Includes **FREE** copy of 2016 Musical America Directory in print and digital (\$250 value)

Discounted Package Cost: \$895

* discount applies to any size directory ad

The screenshot shows the Musical America website interface. At the top, there's a navigation bar with 'musicalamerica WORLDWIDE' and links for 'HOME', 'SUBSCRIBE', 'LOGIN', and 'MY ACCOUNT'. Below that, a secondary navigation bar lists categories like 'NETWORK', 'PROFESSIONAL GROWTH', 'JOBS', 'NEWS', 'SPECIAL REPORTS', 'MORE', and 'ADVERTISE'. The main content area features a profile for 'Berta Rojas, Classical Guitarist'. It includes a photo of her playing a guitar, a short biography, a quote from a review, and a list of reviews. On the right side, there are sections for 'CONTACTS', 'VIDEO', and 'AUDIO'. The 'CONTACTS' section lists her management and social media links. The 'VIDEO' section shows a video player for 'Berta Rojas...'. The 'AUDIO' section shows a list of her recordings. At the bottom, there's a 'DISCOGRAPHY' section with three album covers: 'Berta Rojas', 'Diálogo', and 'Música'. The footer of the page contains the contact information: '732-851-6988 / jwasserman@musicalamerica.com'.

[online roster]

OPUS 3 ARTISTS
Roster

470 Park Ave. S., 9th fl. North
New York, New York 10016
UNITED STATES
Phone: (212) 584-7500
Fax: (646) 300-8200
e-mail: info@opus3artists.com
Web: www.opus3artists.com








Chief: David V. Foster, Pres. & CEO | Byron Gustafson, Mng. Partner Emeritus

Specialties: Children's,
Choral Groups,
Choreographers, Stage Directors & Producers,
Composers,
Conductors,
Dancers, Mimes & Dance Groups,
Duos, Classical: Instrumental Only,
Ensembles & Groups, Classical: Instrumental Only,
Ensembles & Groups, Classical: Vocal(Non Choral) or
Vocal/Instrumental,
Instrumentalists, Classical: Solo,
Jazz & Blues,
Narrators & Actors,
Orchestras: Symphonic,
Popular & Folk,
Theater Productions & Companies,
Vocalist, Classical: Solo,
Special Attractions,
World Music

Manager Advertisers

- Logo appears on search results page
- Company name is bold and red
- Link to roster on MA.com
- 25% discount for print advertisers

Available Alphabetical List Next >	
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z View All	
Abek, Ambra	<ul style="list-style-type: none"> • Boccardo Arts Management • Trobrant Music Company
Altenberger, Korbinian  	<ul style="list-style-type: none"> • Astral Artists
Anthony, Adele  	<ul style="list-style-type: none"> • Opus 3 Artists
Apap, Giles	<ul style="list-style-type: none"> • Latitude 45 Arts Promotion Inc.
Baranov, Andrey	<ul style="list-style-type: none"> • International Violin Competition of Indianapolis
Bareil, Antoine	<ul style="list-style-type: none"> • Boulev'Art
Barenboim, Michael	<ul style="list-style-type: none"> • Konzert-Direktion Hans Adler OHG
Barnett-Hart, Adam	<ul style="list-style-type: none"> • The Chamber Music Society of Lincoln Center
Batiashvili, Lisa	<ul style="list-style-type: none"> • HarrisonParrott Ltd. (UK) • Weigold & Bohm International Artists & Tours GmbH
Becker-Bender, Tanja 	<ul style="list-style-type: none"> • Joanne Rile Artists Management Inc.
Bellman, Benjamin 	<ul style="list-style-type: none"> • Astral Artists • International Violin Competition of Indianapolis • Young Concert Artists Inc.
Belkin, Boris	<ul style="list-style-type: none"> • Armonia (Sociedad Musical Armonia SL) • Mark Stephan Buhl Artists Management • Weigold & Bohm International Artists & Tours GmbH
Bell, Joshua  	<ul style="list-style-type: none"> • Cecilia, Agence de Concerts
Benedetti, Nicola	<ul style="list-style-type: none"> • Weigold & Bohm International Artists & Tours GmbH
Berlinsky, Dmitri	<ul style="list-style-type: none"> • Jonathan Wentworth Associates Ltd.
Bieler, Ida	<ul style="list-style-type: none"> • Shupp Artists Management Inc.
Biondi, Fabio	<ul style="list-style-type: none"> • Cecilia, Agence de Concerts
Breen, Benjamin	<ul style="list-style-type: none"> • Beverly Wright & Associates Inc.
Brovtsyn, Boris 	<ul style="list-style-type: none"> • Konzert-Direktion Hans Adler OHG • Cecilia, Agence de Concerts
Buswell, James	<ul style="list-style-type: none"> • Schmidt Artists International Inc.
Cameron, Doug	<ul style="list-style-type: none"> • Doug Cameron Music
Carmignola, Giuliano  	<ul style="list-style-type: none"> • Cecilia, Agence de Concerts • Weigold & Bohm International Artists & Tours GmbH
Chalifour, Martin	<ul style="list-style-type: none"> • Martin Chalifour
Chang, Sarah	<ul style="list-style-type: none"> • Opus 3 Artists
Charlier, Olivier	<ul style="list-style-type: none"> • Performing Artists International
Chee-Yun	<ul style="list-style-type: none"> • Opus 3 Artists
Chen, Catharina	<ul style="list-style-type: none"> • Classical Management
Chen, Sara	<ul style="list-style-type: none"> • Classical Management
Chudnovsky, Emil Israel	<ul style="list-style-type: none"> • Parker Artists
Chung, Kyung-Wha	<ul style="list-style-type: none"> • Opus 3 Artists
Clarke, Pip	<ul style="list-style-type: none"> • CHI ARTISTS Inc.
Da Costa, Alexandre	<ul style="list-style-type: none"> • Alexandra Da Costa
Deutsch, Lindsay	<ul style="list-style-type: none"> • Diane Saldick, LLC
Dicterow, Glenn	<ul style="list-style-type: none"> • Schmidt Artists International Inc.
Drablate, Netanel	<ul style="list-style-type: none"> • Chesapeake International Artists Inc.

For the Artist or Group

- Artist Facebook and Twitter link
- Artist name is bold and red
- Manager name is bold and red

Rates

Up to 10 Artists:	\$900/year
11-40 Artists:	\$1600/year
41-90 Artists:	\$2400/year
91-150 Artists:	\$3200/year
150+ Artists:	\$4000/year