

**musical**  
**america**  
**WORLDWIDE**

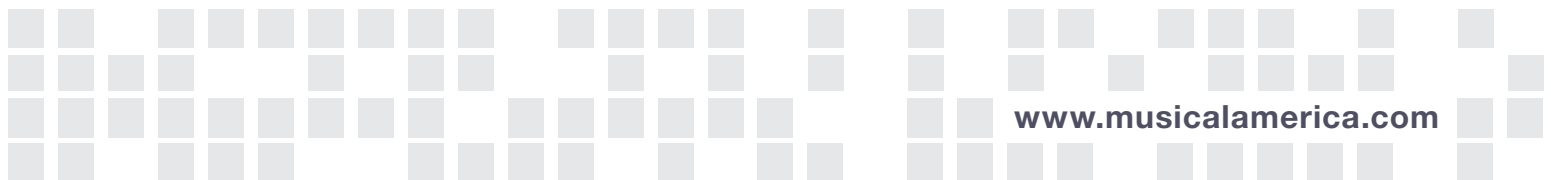
# [media kit]

**2017-18**

**Musical America Directory**  
**MusicalAmerica.com**  
**E-Newsletter**



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



[www.musicalamerica.com](http://www.musicalamerica.com)

## [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.

[newsletter]

[print]



[online]



For additional information on advertising, please contact us  
via mail PO Box 1330, Hightstown, NJ 08520  
via phone 609-448-3346 via email [info@musicalamerica.com](mailto:info@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 6,000 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.* We've also made it easy for buyers of talent to find you with our Categorical and Alphabetical indexes. Our data is updated annually via questionnaire, and a 99% return rate ensures an impressive level of accuracy

## ■ Our Circulation: The Numbers Total Worldwide Circulation: 9,000

Print + Digital (interactive PDF)\*

Controlled: 8,500

Trade Show and Paid Copies: 500

\*International Controlled receive digital only

## ■ Our Readers: The People

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

- Admissions Director
- Artistic Administrator
- Booking Director
- Chief Administrator
- Executive Director
- General Manager
- Music critic/editor
- Music Director/Conductor

## [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 interactive PDF 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 interactive PDF editions
- **Listing in MusicalAmerica.com** searchable databases
- **Listing in all print indexes: alphabetical and categorical**
- **Discounts on advertising in other Musical America products**
- Ad appears in Digital (interactive PDF) edition

**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 PDF version of the print directory at no additional charge. The interactive PDF edition is sent by email to Musical America's carefully researched controlled circulation: 8,500 global performing arts professionals.

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

Interactive PDF **advertising options will boost your exposure.**

**91% of Digital Edition readers take action when presented with advertising\***

## INTERACTIVE PDF 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.

\*Source: DoubleClick Rich Media and Video Report 2007

# [ ad sizes ]

<b>Non Bleed</b>	<b>Width x Height</b>	<b>Width x Height</b>
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

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

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.

Materials may be submitted to [ads@musicalamerica.com](mailto:ads@musicalamerica.com).

**PDF files are preferred and accepted only if press quality with fonts embedded. NO JPGS accepted.**

Please include contact information and advertiser name.

## [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.**

- 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.

## [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.

## [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**



## [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, 2017; 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](http://www.musicalamerica.com/advertising/rates)**

**For additional information on advertising, please contact us**  
**via mail** PO Box 1330, Hightstown, NJ 08520  
**via phone** 609-448-3346 **via email** [info@musicalamerica.com](mailto:info@musicalamerica.com)

# [online advertising] Flexible. Affordable. Effective

## Weekly Newsletter: This Week

Reach out and ignite action—send your message to 26,000+ 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: \$595  
Middle: \$475  
Bottom: \$375

Production costs included.

Mailing list customization incurs additional charges.

### Banner advertising:

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

BANNER SIZE	TOP	MIDDLE	BOTTOM
Standard	\$525	\$425	\$325
Large	\$750	\$650	\$550

### Breaking News Alerts:

Sent when hot industry news breaks.

BANNER SIZE	COST
Standard	\$250
Large	\$475

### Combination discounts available:

Advertiser supplies artwork (.jpg or .png file) and hyperlink)

### Sample advertorial

**musical** INTERNATIONAL PERFORMING ARTS NEWS  
**This Week**  
INTERNATIONAL PERFORMING ARTS NEWS  
www.musicalamerica.com

January 20, 2017

ADVERTISEMENT **Advertorial** ADVERTISEMENT

**Alan Gilbert Conducts the Juilliard Orchestra**

Juilliard faculty member and New York Philharmonic music director Alan Gilbert conducts the Juilliard Orchestra in Dutilleul's *Toujours un monde latent...* featuring Juilliard cellist Anne Richardson, and Shostakovich's Fourth Symphony. "It's staggering—a massive work—and I think the orchestra will play it really brilliantly," says Gilbert.

Tuesday, January 24 at 7:30pm in David Geffen Hall. Tickets from only \$15.

[Click here for more info.](#)

**Trump Reportedly Will Cut NEA and NEH**

The new administration plans to eliminate the National Endowment for the Arts and the National



# [online advertising]

Flexible. Affordable. Effective

## MusicalAmerica.com

On-line 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, or Career Center  
Standard: \* \$595  
Exclusive: \$1090 [Save \$100]
- Placement: ROS (Run of Site—all other pages rotating)  
Standard: \* \$495  
Exclusive: \$910 [Save \$80]

### Roadblock: Leaderboard and Side Rectangle

#### Pricing per month

- Placement: Home, News, Professional Growth, or Career Center  
Standard: \* \$1090  
Exclusive: \$2000 [Save \$180]
- Placement: ROS (Rub if Site—all other pages rotating)  
Standard: \* \$910  
Exclusive: \$1675 [Save \$145]

\* Standard: maximum of two advertisers rotate in this position.

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

Ads in media kit appear larger than actual size.

### [spotlight ads on MusicalAmerica.com]

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



## 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



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 all artists: **composers, instrumentalists, vocalists, conductors and ensembles.** Includes a **valuable listing** of your name alphabetically and by category in MusicalAmerica.com database of artists, the online "bible" of the performing arts.

### 2017 Artist Showcase:

- Artist/Group Name
- Specialty: (ie. Piano, Ensemble, etc.)
- Photo (hi-res, 600x400 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) ■ Information ■ Links to purchase

### Artist Showcase Promotional Package

Includes visibility in all of the following:

- MA.com artist database: Artist Showcase link to your listing
- Artist Showcase Galley page: Dedicated page of all artist showcases on MA.com
- Galley E-blast: Sent quarterly to 26,000+ industry professionals
- Network page ad: Artist Showcase ads rotating on MA.com

### Package Annual Rate: \$725

*Productions charges included*

### 2017 E-blast Dates and Deadlines

E-blast Date	Reservations Deadline
February 16	February 1
May 11	May 1
August 3	July 20
October 27	October 13

### Special Options

Artist Managers: Upgrade your full roster to include Artist Showcases

- 2018 Musical America Directory advertising packages available



# musicalamerica

www.musicalamerica.com

## WORLDWIDE

## [ 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](mailto:info@opus3artists.com)  
Web: [www.opus3artists.com](http://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

## 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

Roster >

Available Alphabetical List

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](#)

<p><b>Klein, Ambra</b></p> <p><b>Altenberger, Korbinian</b>  </p> <p><b>Anthony, Adela</b>  </p> <p>Apel, Giles</p> <p>Baranes, Andrey</p> <p>Baré, Antonia</p> <p>Barenblatt, Michael</p> <p>Barnett-Hart, Adari</p> <p>Balashov, Lisa</p> <p><b>Becher-Bender, Tereje</b> </p> <p><b>Belkover, Benjamin</b> </p> <p><b>Rebin, Boris</b></p> <p><b>Bell, Joshua</b>  </p> <p>Benedetti, Nicole</p> <p>Berinsky, Dmitri</p> <p>Beller, Ida</p> <p><b>Biondi, Fabio</b></p> <p>Green, Benjamin</p> <p><b>Brookhays, Boris</b> </p> <p>Brown, James</p> <p>Cameron, Doug</p> <p><b>Carnignola, Claudio</b>  </p> <p>Chalfour, Martin</p> <p><b>Chang, Sarah</b></p> <p>Charlier, Olivier</p> <p><b>Chen-Yan</b></p> <p>Chen, Catharina</p> <p>Chen, Kara</p> <p>Chudnovskiy, Emil Israel</p> <p><b>Chung, Kyung-Whe</b></p> <p>Clarke, Pip</p> <p>Da Costa, Alexandra</p> <p>Deitch, Lindsay</p> <p>Uctarov, Glenn</p> <p>Oraballo, Rafael</p>	<ul style="list-style-type: none"> <li>• <b>Accesso Arts Management</b></li> <li>• <b>Accesso Music Company</b></li> <li>• <b>Astral Artists</b></li> <li>• <b>Opus 3 Artists</b></li> <li>• <b>Artists 44 Arts Promotion Inc.</b></li> <li>• <b>International Violin Competition of Indianapolis</b></li> <li>• <b>Boulev'Art</b></li> <li>• <b>Nonnet-Litton Music Adler CHG</b></li> <li>• <b>The Chamber Music Society of Lincoln Center</b></li> <li>• <b>HarmonParcels Ltd. (US)</b></li> <li>• <b>Wegold &amp; Bohm International Artists &amp; Tours GmbH</b></li> <li>• <b>Jazzwise Kite Artists Management, Inc.</b></li> <li>• <b>Astral Artists</b></li> <li>• <b>International Violin Competition of Indianapolis</b></li> <li>• <b>Young Concert Artists Inc.</b></li> <li>• <b>Armonia (Societat Musical Armonia SL)</b></li> <li>• <b>Mark Shoshan Ruff Artists Management</b></li> <li>• <b>Wegold &amp; Bohm International Artists &amp; Tours GmbH</b></li> <li>• <b>Concellis, Agence de Concerts</b></li> <li>• <b>Wegold &amp; Bohm International Artists &amp; Tours GmbH</b></li> <li>• <b>Jonathan Wertworth Associates Ltd.</b></li> <li>• <b>Shuzo Artists Management Inc.</b></li> <li>• <b>Loecelis, Agence de Concerts</b></li> <li>• <b>Society Wright &amp; Associates Inc.</b></li> <li>• <b>Nonnet-Litton Music Adler CHG</b></li> <li>• <b>Concellis, Agence de Concerts</b></li> <li>• <b>Schmidt Artists International Inc.</b></li> <li>• <b>Doug Cameron Music</b></li> <li>• <b>Caerilla, Agence de Concerts</b></li> <li>• <b>Wegold &amp; Bohm International Artists &amp; Tours GmbH</b></li> <li>• <b>Martin Chalfour</b></li> <li>• <b>Open 3 Artists</b></li> <li>• <b>Performing Artists International</b></li> <li>• <b>Open 3 Artists</b></li> <li>• <b>Classical Management</b></li> <li>• <b>Classical Management</b></li> <li>• <b>Parker Artists</b></li> <li>• <b>Open 3 Artists</b></li> <li>• <b>DA ARTISTS Inc.</b></li> <li>• <b>Alexandra Da Costa</b></li> <li>• <b>Blake Saffick LLC</b></li> <li>• <b>Schmidt Artists International Inc.</b></li> <li>• <b>Chrysalis International Artists Inc.</b></li> </ul>
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