

musical
america
WORLDWIDE

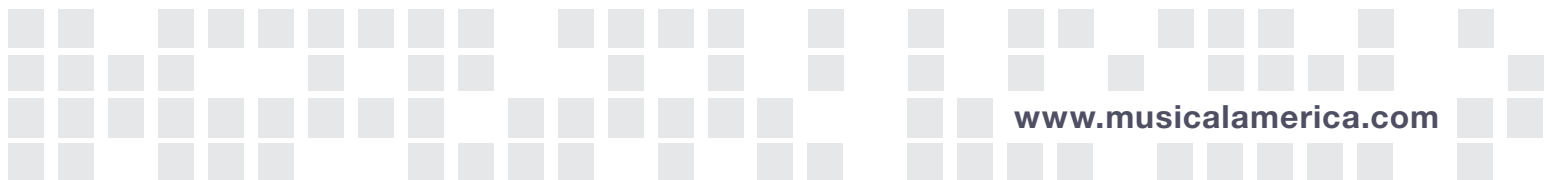
[media kit]

2017-18

Musical America Directory
MusicalAmerica.com
E-Newsletter



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



www.musicalamerica.com

[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]



[online]



[print]



For additional information on advertising, please contact us
via mail PO Box 1330, Hightstown, NJ 08520
via phone 609-455-8744 via email jdangelo@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]

| 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.

[2018 print advertising rates]

| Size | B/W | 4C |
|----------|--------|--------|
| 1 page | \$3775 | \$5700 |
| 2/3 page | \$2830 | \$4370 |
| 1/2 page | \$2310 | \$3525 |
| 1/3 page | \$1845 | \$2830 |
| 1/4 page | \$1460 | N/A |
| 1/6 page | \$1080 | N/A |
| 1/8 page | \$ 900 | N/A |
| per inch | \$ 280 | N/A |

Metallic inks quoted on request.

Bleed is available for a 10% premium on ads of 1/2 page or more.

[cover rates]

| | |
|--------------------|----------|
| Inside Front Cover | \$9,800 |
| Inside Back Cover | \$7,800 |
| Outside Back Cover | \$12,000 |

[tab divider rates]

| | |
|-----------------------|--------|
| TABI (U.S. & Canada) | \$7600 |
| TABII (International) | \$7600 |

[consecutive page discount]

| | |
|-------------|-----|
| 2-3 pages | 5% |
| 4-10 pages | 10% |
| 11-15 pages | 15% |
| 16 or more | 20% |

[other special positions]

All other specifically requested positions are subject to a 15% premium. (of space cost only)

■ Premier Artist Showcase: \$895

See page 13 for more details

■ Cover Sponsor Logo Link: Digital edition upgrade: \$75

See page 6 for more details

Advertising Deadlines:

Space reservations: 1 October

Materials: 8 October

For additional information on advertising, please contact us
via mail PO Box 1330, Hightstown, NJ 08520
via phone 609-455-8744 **via email** jdangelo@musicalamerica.com

[print specifications]

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

Materials may be submitted to 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

For additional information on advertising, please contact us
via mail PO Box 1330, Hightstown, NJ 08520
via phone 609-455-8744 **via email** jdangelo@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
www.musicalamerica.com

January 20, 2017

ADVERTISMENT **Advertorial** **ADVERTISMENT**

Alan Gilbert Conducts the Julliard Orchestra

Julliard faculty member and New York Philharmonic music director Alan Gilbert conducts the Julliard Orchestra in Dutilleu's *Toujours un monde certain*... featuring Julliard cellist Anne Richardson, and Shostakovich's Fourth Symphony. "It's shattering—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
www.musicalamerica.com

Sample standard banner ad: 468x60

Sample large banner ad: 496x195

Banner ad 468 x 60



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

October 21, 2018

Musical America Names Yuja Wang 2017 Artist of the Year



Phonix Yuja Wang has been chosen as Musical America's Artist of the Year 2017. In his presentation at a special ceremony at Carnegie Hall in December. The additional winners are Rhiann Blackbird, Susanna Malkki, Andrew Newman, and Eric Owens, recognized respectively as the Ensemble, Conductor, Composer, and Vocalist of the Year 2017. Each is the subject of a tribute article that will appear in the annual Musical America International Directory of the Performing Arts published in December. The Musical America brand dates to 1966, when it was published as a weekly newspaper.

FULL STORY

THE ABOVE BANNER IS DESIGNED TO DISPLAY FULL WIDTH OF THE 468x60 PIXEL SIZE. THE YEAR 2017 PICTURED IN THE YEAR 2018 IS A PLACEHOLDER TO BE CHANGED TO THE YEAR 2018.

It's Official: ENO Taps Martyn Brabbins



English National Opera has confirmed the appointment of Martyn Brabbins, [nominated from eno website page](#), as its next music director, "with immediate effect." He succeeds Mark Wadsworth, who [quit last March](#).

FULL STORY

Large Banner 496 x 195



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

October 18, 2018

Rider University Considers Closing Westminster Choir College Campus



Rider University, in an attempt to survive what it says will be a deficit of \$13.1 million by 2019, has said that it may close the Westminster Choir College campus in Princeton, NJ, and consolidate it with Eastminster, NJ, campus.

FULL STORY

CM Artists, MKI Artists in New Partnership



Inda Marder, owner and principal of CM Artists, and John Zorn, in a comparable position at MKI Artists, have joined forces. Marder emphasized that the move is not a merger, but a loose partnership without financial strings.

FULL STORY

Sample breaking news alert

Reply | Reply All | Forward

Musical America Worldwide <newsletter@musicalamerica.com> | whatnow@musicalamerica.com

Breaking News: IMG Artists COO Exits


If there are problems with how this message is displayed, click here to view it as a web browser.

BREAKING NEWS from **musicalamerica** WORLDWIDE

[f](#) [t](#) [in](#)

IMG Artists COO Exits
IMG Artists Global COO and General Counsel Lorna Aizlewood has exited the company. Her departure was confirmed today by Senior VP of Marketing & Communications Becky Farrell.

READ FULL STORY



[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 (Run of 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



609-455-8744/jdangelo@musicalamerica.com

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
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

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

NEXT >

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>Abeik, Ambra</p> <p>Altenberger, Korbisian  </p> <p>Anthony, Adele  </p> <p>Apap, Giles</p> <p>Baranov, Andrey</p> <p>Baral, Antona</p> <p>Barenbom, Michael</p> <p>Barnett-Hart, Adam</p> <p>Balashvili, Lisa</p> <p>Becker-Bender, Tenja </p> <p>Belman, Benjamin </p> <p>Belin, Boris</p> <p>Bell, Joshua  </p> <p>Benedetti, Nicole</p> <p>Berinsky, Dmitri</p> <p>Beier, Ida</p> <p>Biondi, Fabio</p> <p>Green, Benjamin</p> <p>Brooklyn, Boris </p> <p>Brownell, James</p> <p>Cameron, Doug</p> <p>Carmignola, Claudia  </p> <p>Chalfour, Martin</p> <p>Chang, Sarah</p> <p>Charier, Olivier</p> <p>Chen-Yun</p> <p>Chen, Catharina</p> <p>Chen, Sara</p> <p>Chudnovsky, Emil Israel</p> <p>Chung, Kyung-Whee</p> <p>Clarke, Pip</p> <p>Da Costa, Alexandra</p> <p>Deutch, Lindsay</p> <p>Dickson, Glenn</p> <p>Orabiate, Renand</p> | <ul style="list-style-type: none"> • Accusora Arts Management • Traband Music Company • Astral Artists • Opus 3 Artists • Latitude 44 Arts Promotion Inc. • International Violin Competition of Indianapolis • Boulev'Art • Nonzet-Direktion Hans Adler CHG • The Chamber Music Society of Lincoln Center • HarmonParcell Ltd. (UK) • Weigold & Böhm International Artists & Tours GmbH • Jazzwise Arts Management Inc. • Astral Artists • International Violin Competition of Indianapolis • Young Concert Artists Inc. • Armania (Societate Musical Armania SA) • Mark Sheehan Ruhl Artists Management • Weigold & Böhm International Artists & Tours GmbH • Genelle, Agence de Concerts • Astral Artists • International Violin Competition of Indianapolis • Young Concert Artists Inc. • Armania (Societate Musical Armania SA) • Mark Sheehan Ruhl Artists Management • Weigold & Böhm International Artists & Tours GmbH • Genelle, Agence de Concerts • Schmitt Artists International Inc. • Doug Cameron Music • Genelle, Agence de Concerts • Weigold & Böhm International Artists & Tours GmbH • Martin Chalfour • Opus 3 Artists • Performing Artists International • Opus 3 Artists • Classical Management • Classical Management • Parker Artists • Opus 3 Artists • DL ARTISTS Inc. • Alexandra Da Costa • Diane Salfick LLC • Schmitt Artists International Inc. • Chesapeake International Artists Inc. |
|---|--|