

musical
america
WORLDWIDE

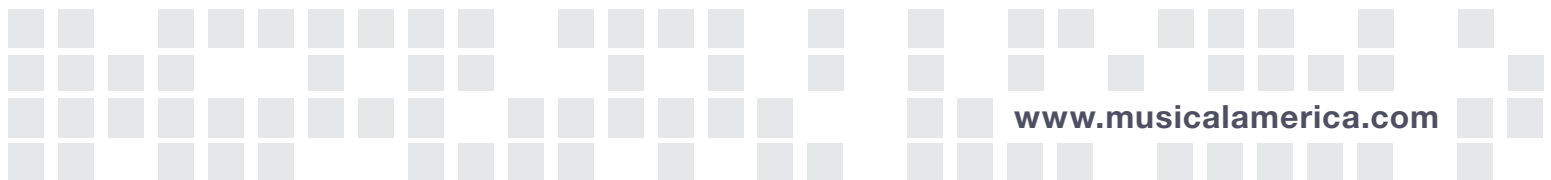
[media kit]

2014-15

Musical America Directory
MusicalAmerica.com
E-Newsletter



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



[inside this media kit]

- [3] introduction to Musical America
- [4] reach buyers of talent / circulation + readership
- [5] directory print advertising benefits
- [6] directory digital advertising benefits
- [7] directory print advertising sizes
- [8] directory print specifications
- [9] directory print rates
- [10] online advertising: **Newsletter** sizes and rates
- [11] online advertising: **MusicalAmerica.com** sizes and rates
- [12] online advertising: **Spotlight** sizes and rates
- [13] online advertising: Artists **Showcase**
- [14] online advertising: Artist **Rosters**
- [15] rate card provisions

“An invaluable source for
the music community.”

– **Chin Kim**
Violinist

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

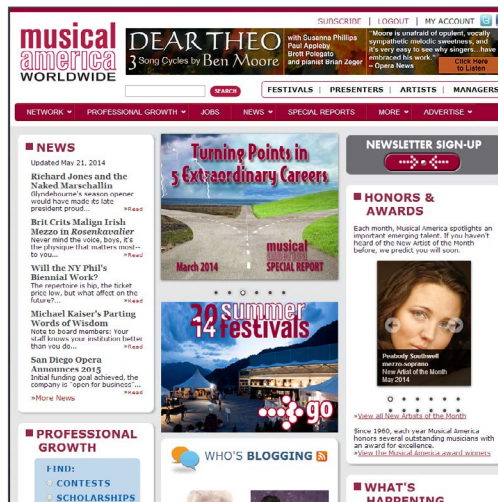
Musical America is relied on by **key decision makers** and influencers at orchestras, opera companies, festivals, competitions, and presenting organizations around the globe.

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]



For additional information on advertising, please contact us
via mail PO Box 1330, Hightstown, NJ 08520
via phone 732-851-6988 via email advertising@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: 500

Digital Edition Circulation: 4,000
(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.

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

DIGITAL EDITION UPGRADES

Cover Sponsor Linked Logos

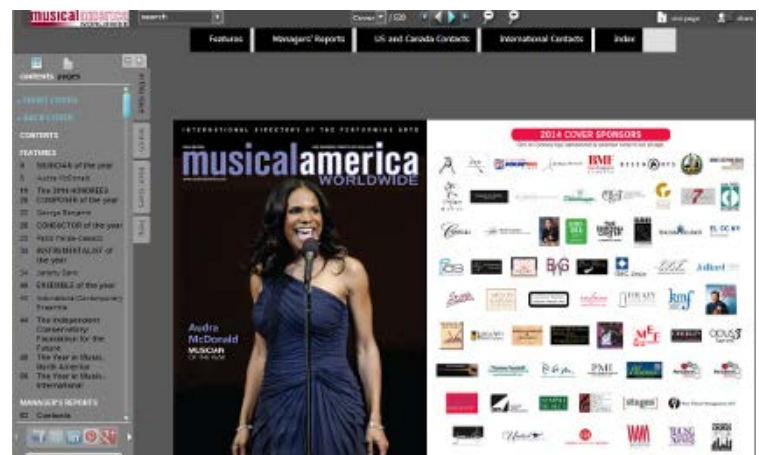
Your logo will appear on the home page of the digital edition for an entire year.

Clicks through to the page with your ad!

Upgrade charge: \$75 (Available as an upgrade for print advertisers only)

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.

[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: \$675

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 732-851-6988 **via email** advertising@musicalamerica.com

[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]

- 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)

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.

[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%.

[printing specifications]

- Web offset, 133 line screen.
- Trim Size: 8 1/8" w x 10 7/8" h
- Live matter must be a minimum of 1/4" from gutter and all trimmed edges.
- For full-page bleed ads, please include a minimum of 1/4" bleed on each side.
- If the ad contains transparencies, be sure to set the transparency flattener presets to high resolution before you create the PDF.

Advertising Deadlines:
Space reservations: 1 October
Materials: 8 October

[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

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



Small Rectangle: 300 x 250

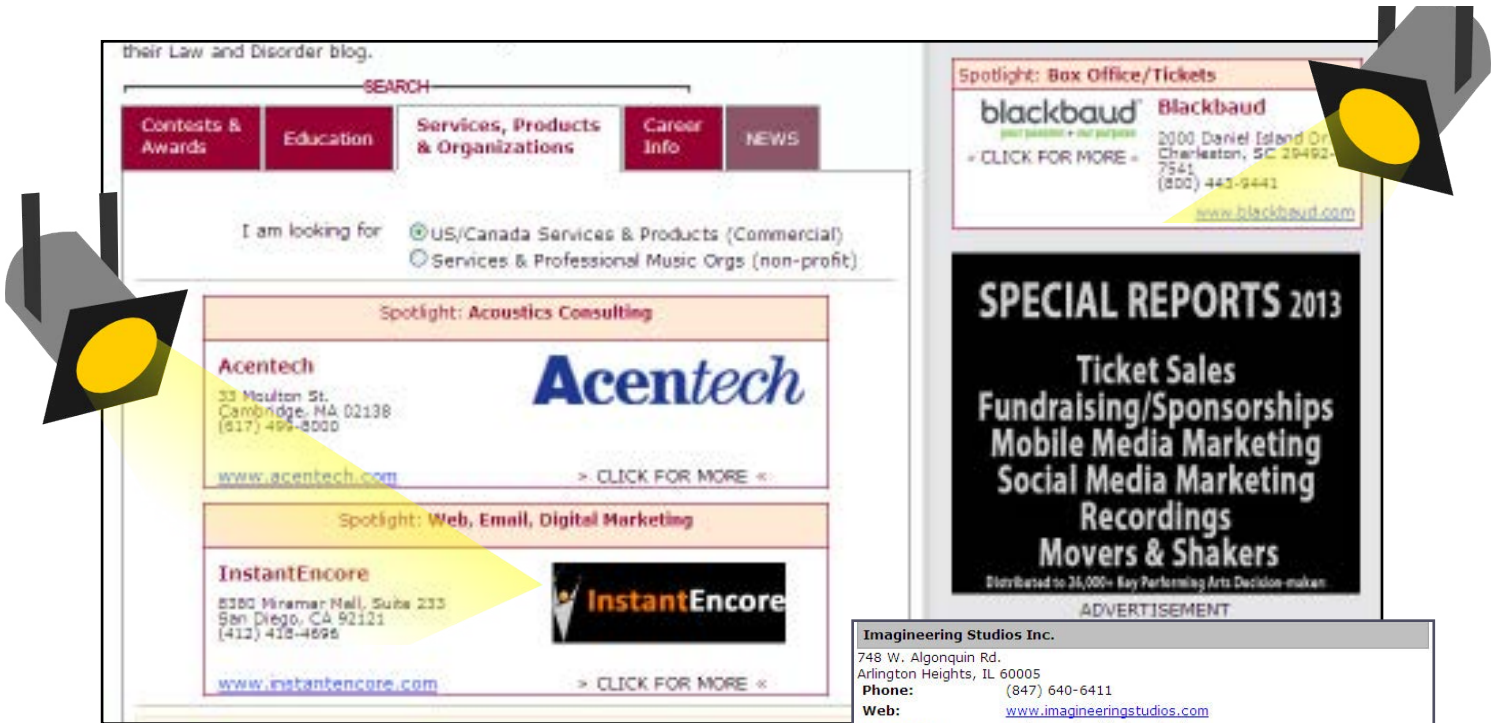


Per page placement:

- Home, News, Professional Growth, Job Board
\$500 per month
- ROS
\$400 per month
- Roadblock:
All 3 ads on one page: Leaderboard, Medium Rectangle, Small Rectangle
\$1200 per month
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



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

Imageneering Studios Inc.
748 W. Algonquin Rd.
Arlington Heights, IL 60005
Phone: (847) 640-6411
Web: www.imageneeringstudios.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!

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.

Artist Showcase Premier Advertising Package:

- 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

SAVE \$200!

1" ad:	\$275
Logo Link:	\$ 75
Artist Showcase	\$525
Total Cost BEFORE Discount:	\$875

Artist Showcase Package Cost: \$675

BONUS: Complimentary copy of Musical America Directory print and digital editions (\$250 value)

INCLUDES

2015 Musical America Directory print and digital edition

- 1" ad black and white
- Listings in advertising indexes
 - By category and alphabetically

2015 Musical America digital edition

- Home page links directly to your ad

MusicalAmerica.com

- Artist Showcase on dedicated page
- Showcase included in searchable Artists Database

The screenshot shows the artist showcase page for Tania León on the Musical America website. The page features a navigation bar with links for NETWORK, PROFESSIONAL GROWTH, JOBS, NEWS, SPECIAL REPORTS, MORE, and ADVERTISE. The main content area includes a biography, a photo of Tania León, and a list of reviews. The right sidebar contains contact information for Joanne Rile Artists Management, Inc. and a video player for a performance by Tania León. The bottom of the page has a footer with links for ABOUT US, SITE MAP, ADVERTISE, CONTACT US, NEWSLETTER SIGN UP, TERMS OF SERVICE, COPYRIGHT, PRIVACY POLICY, and TERMS OF SALE.

[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	
Abeke, Ambra	<ul style="list-style-type: none"> • Boccardo Arts Management • Trobridge 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. • International Violin Competition of Indianapolis
Baranov, Andrey	<ul style="list-style-type: none"> • Boulev'Art
Bareil, Antoine	<ul style="list-style-type: none"> • Konzert-Direktion Hans Adler CHG
Barenboim, Michael	<ul style="list-style-type: none"> • The Chamber Music Society of Lincoln Center
Barnett-Hart, Adam	<ul style="list-style-type: none"> • HarrisonParrott Ltd. (UK) • Weigold & Bohm International Artists & Tours GmbH
Batiashvili, Lisa	<ul style="list-style-type: none"> • Joanne Rile Artists Management Inc.
Becker-Bender, Tanja 	<ul style="list-style-type: none"> • Astral Artists
Beilman, Benjamin 	<ul style="list-style-type: none"> • 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"> • Caecilia, 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"> • Caecilia, 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 CHG • Caecilia, 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"> • Caecilia, 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"> • Alexandre 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

[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, 2014; 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** advertising@musicalamerica.com