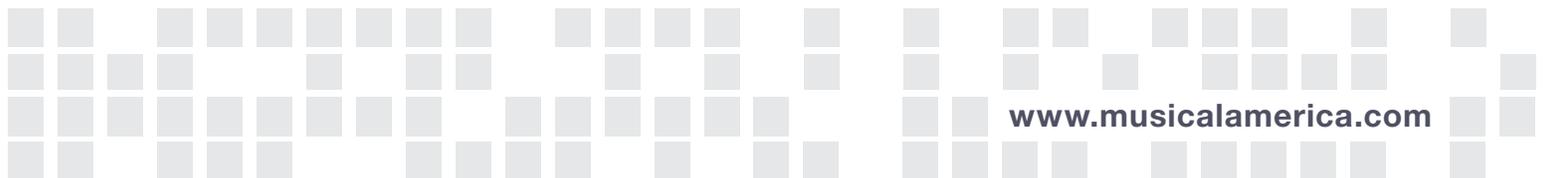


musical
america
WORLDWIDE

2012 print+digital
[media kit]

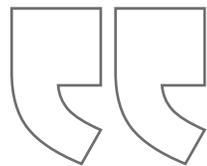


...my daily musical bible for half a century. Nothing resembles its usefulness.

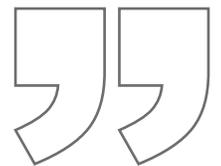


[inside this media kit]

- [3] introduction to Musical America
- [4] reach buyers of talent / circulation + readership
- [5] print advertising
- [6] digital advertising
- [7] online advertising
- [8] print specifications
- [9] ad sizes
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An invaluable source for
the music community.



– **Chin Kim**
Violinist

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

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

Quite simply, we're the industry standard. And we've been **the industry standard for over 100 years** because we've earned the respect and trust of the industry. Our print, digital (PDF), and online editions 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: 7,000

Trade Show and Paid Copies: 3,000

Digital Edition Circulation: 4,000

(of the total 10,000; mostly international)

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]

Why You'll Want to Advertise with Us

Advertising with Musical America is more than a print ad, it is a valuable, all-encompassing marketing program designed to maximize your exposure at one price.

As a part of the Directory, your ad and the information in it are distributed FREE to thousands of buyers of talent in print and in our digital edition. **And your ad will be hyperlinked to your Web site.**

All of these additional benefits are included when you advertise:

- **FREE** E-newsletter banner ad (with a ½-page or larger ad)
- **FREE** copy (ies) of Musical America
- **FREE** access to digital edition
- **FREE** unlimited updates to your online listings
- **FREE** unlimited online postings of your press releases
- **FREE** unlimited online postings of your events
- **Discount on Special Reports Advertising**

54% of readers visited an advertiser's Web site as a result of reading an ad in Musical America*

*Source: Survey of Festivals, Opera Companies, Orchestras, and presenters worldwide Jan 2009

[digital edition (PDF)]

We're Digital Too

We've added an online, interactive version of the print directory that's being distributed to our international controlled circulation earlier than ever! It is also available for purchase on MusicalAmerica.com.

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*

NEW for 2013! 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: \$95 (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

[online advertising] Flexible and Affordable

MusicalAmerica.com has a fresh NEW look! More free features and user-friendly searching.

Offering arts professionals more reasons than ever to visit MusicalAmerica.com every day—

- Thousands of contacts • The latest performing arts news • Blogs by well-known industry professionals • NEW! Special Reports: Insight on Key Issues • NEW! Professional Growth Section

MusicalAmerica.com distributes 130,000+ pageviews each month. (average: Google Analytics)

To be an exclusive advertiser on targeted pages please contact us at advertising@musicalamerica.com.

TYPE	SIZE	LOCATION	RATE
Leaderboard	728 x 90 pixels	All pages*	\$500/month home and news \$400/month all others
Side Rectangle	300 x 250 pixels	All pages*	\$500/month home and news \$400/month all others
Module Rectangle^ NEW!	180 x 150 pixels	All pages	\$500/month
COMBO: Leaderboard & Side Rectangle			\$900/month home and news \$700/month all others

*excluding Special Reports and blog pages ^ Available in Network and Professional Growth box.

Musical America Weekly E-newsletter: Reach out to prospects and ignite action—send your message in the most targeted email vehicle in the performing arts.

- Week's top industry news headlines • Roster updates • Latest blog postings from industry leaders

Our Weekly E-newsletter reaches the inboxes of 25,000+ industry professionals every Friday—your prospects and customers.

TYPE	SIZE	LOCATION	RATE
Banner—horizontal	468 x 60 pixels	Top, middle, bottom	\$500, \$400, \$300
Advertorial—text, logo and hyperlink	Headline—5-10 words Copy—50-60 words Logo—150 x 150 pixels	Top, middle, bottom	\$500, \$400, \$300

[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 (CS3 or lower)
- Adobe Photoshop (CS3 or lower)
- Adobe Illustrator (CS3 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: 8 October
Materials: 8 October

[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.

[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 must be received in writing on or before October 1, 2012.**
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 print 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