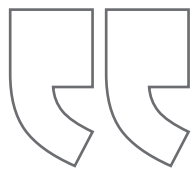




musical america
SPECIAL REPORTS 2012

www.musicalamerica.com

[media kit]



...An essential resource
for anyone working in the
music field.



– **Jane S. Moss**

Vice President of Programming
Lincoln Center



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[reach your target audience online]

■ Our Digital Audience of Performing Arts Decision-Makers

MUSICALAMERICA.COM

Key Average Monthly Traffic Stats

- 93,677 **Pageviews**
- 37,088 **Visits**
- 2.5 **Pages Viewed** during each visit

Key Average Monthly Engagement Stats

- 51.8% **Visitors Return** to MusicalAmerica.com **at least 8 times or more**
- 43.1% of total monthly pageviews are consumed during **Visits of 3 Minutes or longer**
- 1:42 minutes are spent **Viewing Each Page**

Leading industry professionals from the world's foremost orchestras, opera companies, presenters, festivals, performing arts series and other organizations **constantly count on Musical America for critical news, insight, analysis and forecast.**

Reach these important decision-makers:

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

At these performing arts organizations (just a sample)

Boston Symphony Orchestra • harmonia mundi usa • The Philadelphia Orchestra
• The Santa Fe Opera • New York Philharmonic • Cleveland Orchestra • Lincoln Center • Celebrity Series of Boston • New York Times • Columbia Artists Management, Inc. • Chicago Symphony Orchestra • IMG Artists • Manhattan School of Music • The Kennedy Center • WNYC Radio

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[editorial calendar]

A **digital magazine** delivering **critical knowledge** and **crucial insights** needed for success in today's international performing arts marketplace.

Distribution: 26,000+ key performing arts decision-makers

Channels: Published on MusicalAmerica.com and distributed by Email directly to opt-in MA audiences.

- Special promotions and visibility for each Special Report, content available year-round
- Downloadable PDFs via Email and on MusicalAmerica.com
- HTML articles in the Special Reports section on MusicalAmerica.com
- Video content on MusicalAmerica.com and YouTube
- Links from Facebook and Twitter

Advertising reservations and materials deadline: One week prior to publication

ISSUE DATE: SPECIAL REPORT

2 april: DIGITAL MEDIA MARKETING IN THE ARTS

1 may: THE COMPETITIONS ISSUE

2 june: HEALTH CARE ISSUES AND SOLUTIONS

3 september: SOCIAL MEDIA: HOW TO USE IT EFFECTIVELY

1 october: THE VISA ISSUE

1 november: THE TOP 30 INDUSTRY RISING STARS

3 december: THE YEAR IN REVIEW SPECIAL ISSUE

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[4-color rates]

PAGE SIZE	1 Time	3 Times	6 Times	7 Times
Two-Page Spread + Leaderboard, side rectangle, and bottom banner in article on MA.com	\$3000	\$2500	\$2200	\$2100
Full Page + Side rectangle, and bottom banner in article on MA.com	\$1500	\$1245	\$1095	\$1050
2/3 page + Bottom banner in article on MA.com	\$1125	\$ 935	\$ 820	\$ 788
1/2 horizontal	\$ 900	\$ 750	\$ 660	\$ 630
1/3 vertical	\$ 735	\$ 600	\$ 540	\$ 515
1/6 vertical	\$ 435	\$ 360	\$ 320	\$ 300
1/8 page	\$ 360	\$ 300	\$ 265	\$ 250

[sponsorships]

Issue	1 Time	3 Times	6 Times	7 Times
Single Sponsor Sole Advertiser in Special Report (ad sizes TBD) Sole Advertiser in Special Reports Email promotions Sole Online Advertiser in each article in MusicalAmerica.com Special Reports section (includes Leaderboard, side rectangle and bottom banner)	\$5000	\$4150	\$3650	\$3500
Platinum Sponsor Two-Page Spread (or equivalent) Leaderboard ad in each article in MusicalAmerica.com Special Reports section	\$4000	\$3320	\$2920	\$2800
Gold Sponsor Two-Page Spread (or equivalent) Side rectangle ad in each article in MusicalAmerica.com Special Reports section	\$3750	\$3110	\$2740	\$2625
Silver Sponsor Full page ad in Special Report Side rectangle ad in each article in MusicalAmerica.com Special Reports section	\$3500	\$2900	\$2555	\$2450

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[ad sizes]

Page Size	Width x Height	Width x Height
Full Page	7 3/8" x 10 3/8"	18.73 x 25.72 cm
2/3 page	4 9/16" x 10"	11.59 x 25.40 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
1/6 vertical	2 1/8" x 4 7/8"	5.40 x 12.38 cm
1/8 page	3 1/2" x 2 1/2"	8.89 x 6.35 cm

[online ad sizes]

Ad Size	Pixels
Leaderboard	728x90 pixels
Medium Rectangle	300x250 pixels
Banner	468x60 pixels

Initial Load	Polite Load	Complete Download
40k	80k	120k
3 loops + 15-second animation (ie. 3x15 seconds)		
Rich media flash (.swf)		
Video, static (.gif, .jpg)		

Standard Guidelines:

These guidelines are consistent with the Interactive Advertising Bureau specifications (www.iab.net)

- There is a minimum of 24-hour turnaround time once all creatives are submitted
- All ad units must launch a new browser window when clicked on
- All static ads types are accepted (.jpg, .gif, .swf, .html)

Flash Ad Units:

- Flash files served via DFP must be coded properly for click and impression tracking
- All flash files must be submitted as a .SWF file with accompanying back up gif/jpg for display to users who do not accept Flash
- A click through URL must be supplied
- We accept flash version 6-10

[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 one week before publication 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.
6. 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