

musical america SPECIAL REPORTS 2013

www.musicalamerica.com

[media kit]



“

...having access to a resource like this is very valuable.

”

– **Charlotte House**
Artist Manager
Victoria Rowsell Artist Management

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[editorial calendar]

- B2B digital magazine delivering critical knowledge and crucial insight from industry experts.
- From the editors of Musical America, the most well respected brand in the performing arts.
- Real life campaigns, case studies, analysis, best practices.
- Addressing problems and offering solutions to help make your business more productive.

ISSUE RELEASE DATE: TOPIC

31 january: TICKET SALES

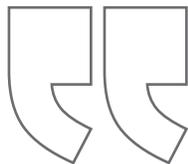
2 april: FUND-RAISING/SPONSORSHIP

30 may: MOBILE MEDIA MARKETING

3 september: SOCIAL MEDIA MARKETING

31 october: RECORDINGS

3 december: INDUSTRY MOVERS & SHAKERS



“...thank you for continuing to offer such a fantastic service to the arts community.”



—Carl Jasieniecki
Marketing Director, Midwest Young Artists

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[reach your target audience]

**Distribution: Free to Musical America's email list
26,000+ opt-in performing arts decision-makers**

Musical America's powerful audience of **Executive Directors, Music Directors, Artistic Administrators, General Managers, Artists and Educators** at the world's foremost orchestras, opera companies, presenters, festivals, performing arts series and other organizations

**SPECIAL REPORTS are available as a FREE PDF download
and on MusicalAmerica.com**

Keep the PDF on your desktop all year

- Link sent by email blasts 4 times each month of issue
- Available on Special Reports page on MusicalAmerica.com
- Social Media links posted throughout each month

Read articles on MusicalAmerica.com

- All articles available to read online
- Year round availability: a full library always online

Advertisers sending their message in Special Reports

American Pianists Association, Bamberg Symphony, Banff International Violin Competition, Boosey & Hawkes, Capacity Interactive, Carnegie Hall, Columbia Artists Management, Concours de Geneve, Instant Encore, International Vocal Competition, Sorel Organization, Streamsend Email Marketing, Uzan International Artists, Vadim Repin, Van Cliburn Competition

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[rate card]

sponsorships

	1 Time	3 Times	6 Times
Exclusive Category	\$5000	\$4150	\$3650
Only advertiser in your category guaranteed.			
Full-page 4-color ad. Banner ad in all e-blasts.			
Includes leaderboard, side rectangle, and bottom banner on MusicalAmerica.com			
Platinum Sponsor	\$4000	\$3320	\$2920
Two-Page Spread			
Leaderboard ad in each article in MusicalAmerica.com Special Reports section			
Gold Sponsor	\$3750	\$3110	\$2740
Two-Page Spread			
Side rectangle ad in each article in MusicalAmerica.com Special Reports section			
Silver Sponsor	\$3500	\$2900	\$2555
Full-page ad in Special Report			
Side rectangle ad in each article in MusicalAmerica.com Special Reports section			

4-color rates

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

Advertising Space Deadline: one week prior to issue release date.

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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