

musical america SPECIAL REPORTS 2015

www.musicalamerica.com

[rate card]

sponsorships: high-visibility advertising programs*

Exclusive Category

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

Two-Page Spread

Leaderboard ad in each article in MusicalAmerica.com Special Reports section

Gold Sponsor

Two-Page Spread

Side rectangle ad in each article in MusicalAmerica.com Special Reports section

*Pricing available upon request.

4-color ad rates

PAGE SIZE	1 Time	3 Times	6 Times
Two-Page Spread	\$3000	\$2500	\$2200
BONUS: Digital advertising. Choose 3 from list below*			
Full Page	\$1500	\$1245	\$1095
BONUS: Digital advertising. Choose 2 from list below*			
2/3 page	\$1125	\$ 935	\$ 820
BONUS: Digital advertising. Choose 1 from list below*			
1/2 horizontal	\$ 900	\$ 750	\$ 660
1/3 vertical or horizontal	\$ 735	\$ 600	\$ 540
1/4 page	\$ 500	\$ 425	\$ 385

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

*Leaderboard 728 x 90, Side Rectangle 300 x 250, Bottom Banner 468 x 60, Eblast banner 468 x 60

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[ad sizes]

Page Size	Width x Height	Width x Height
Full Page	8 1/8" x 10 7/8"	20.64 x 27.62 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
1/3 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

[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