

# musical america SPECIAL REPORTS 2014

[www.musicalamerica.com](http://www.musicalamerica.com)

# [media kit]



[www.musicalamerica.com](http://www.musicalamerica.com)

# musical america SPECIAL REPORTS 2014

www.musicalamerica.com

## [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

**4 march:** CAREERS  
The Moment: Turning Points in 5 Extraordinary Careers

**1 april:** FESTIVALS  
A 2014 Summer Guide

**3 june:** PUBLISHING  
The Technology Impact

**5 august:** EDUCATION  
A Roundup of Colleges, Conservatories and Graduate Programs

**4 november:** TICKETING: UPDATE  
The Latest in Successful Ticket Sales

**2 december:** PROFILES IN COURAGE  
MA's Professional People of the Year



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



—Carl Jasieniecki  
Marketing Director, Midwest Young Artists

# musical america SPECIAL REPORTS 2014

www.musicalamerica.com

## [reach your target audience]

### How do readers receive Special Reports?

- PDF download sent FREE by email to 26,000+ emails on Musical America's opt-in mailing list
- All articles and PDF available indefinitely on MusicalAmerica.com
- Social Media postings
- Industry Association Partnerships
- Easy reading on mobile device or tablet

### Who gets Special Reports?

- Musical America's powerful audience of performing arts industry executives: key decision-makers who are **your potential customers**.
- Job Titles: Executive Director, Music Director, Artist Director, General Manager, Dean, President
- Working for: Orchestras, Opera Companies, Universities, Artist Managers, Performing Arts Series, Festivals, Competitions, Record Labels, Publishers, Radio and Television stations

**"I keep a special file on my desktop just for Musical America's Special Reports."**

—Mitzi Matlock. Mitzi Matlock Music

### Special Reports Attracts Advertisers in ALL Categories

**Technology:** Instant Encore, Patron Technology, Tessitura Networks, StreamSend Email Marketing, EasyWare, AudienceView Ticketing, Capacity Interactive, Arts Reach

**Competitions:** Van Cliburn Competition, Sorel Organization, Banff International Violin Competition, Bamberg Symphony, American Pianists Association

**Artist Managers:** Columbia Artists Management, Uzan International Artists. IMG Artists

**Presenters:** Carnegie Hall, Boston Symphony Orchestra, StarGate Productions, Talmi Entertainment

**Artists:** Vadim Repin, Vivian Adelberg Rudow

**Record Labels:** Con Brio Records, Bridge Records, Easonus Records

**Program Notes:** Susan Halpern Program Notes

**Publishers:** Boosey & Hawkes

**Schools:** The Juilliard School

# musical america SPECIAL REPORTS 2014

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
<b>BONUS: Digital advertising. Choose 3 from list below*</b>			
Full Page	\$1500	\$1245	\$1095
<b>BONUS: Digital advertising. Choose 2 from list below*</b>			
2/3 page	\$1125	\$ 935	\$ 820
<b>BONUS: Digital advertising. Choose 1 from list below*</b>			
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

# musical america SPECIAL REPORTS 2014

www.musicalamerica.com

## [ 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](http://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.
- 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](http://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](mailto:advertising@musicalamerica.com)