



musical
america
WORLDWIDE

[media kit]

2019-20

Musical America Directory
Print and Interactive PDF

“

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

”



www.musicalamerica.com

[inside this media kit]

- [3]** introduction to Musical America
- [4]** reach buyers of talent / circulation + readership
- [5]** directory print advertising benefits
- [6]** directory digital advertising benefits
- [7]** directory print advertising sizes
- [8]** directory print specifications
- [9]** directory print rates
- [10]** rate card provisions

“An invaluable source for
the music community.”

– **Chin Kim**
Violinist

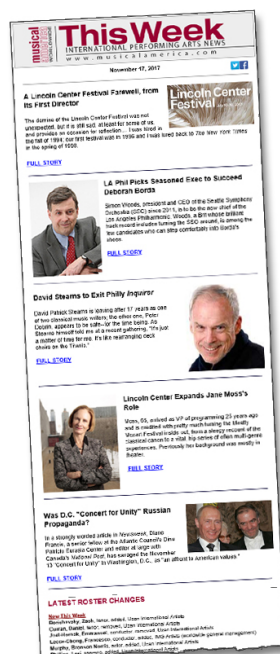
[print+digital (PDF) and online media kit]

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

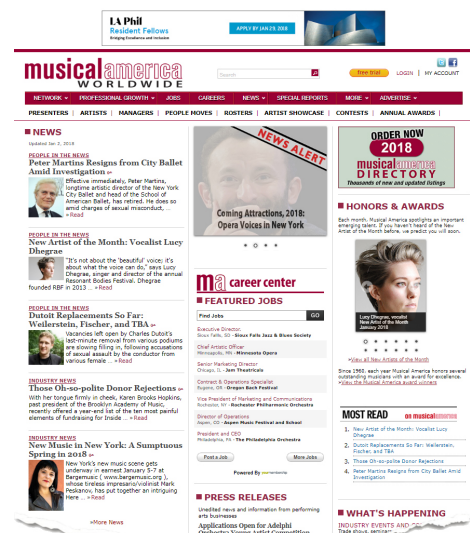
Musical America has been **the industry standard for over 100 years**. Credible, respected, and trusted, the print and digital editions, as well as MusicalAmerica.com, consistently provide **comprehensive and reliable information** with unmatched international reach.

[newsletter]

[print]



[online]



For additional information on advertising, please contact us
via mail PO Box 1330, Hightstown, NJ 08520
via phone 609-455-8744 via email tmaiorino@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 6,000 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. We've also made it easy for buyers of talent to find you with our Categorical and Alphabetical indexes. Our data is updated annually via questionnaire, and a 99% return rate ensures an impressive level of accuracy

■ Our Circulation: The Numbers

Total Worldwide Circulation: 9,000

Print + Digital (interactive PDF)*

Controlled: 8,500

Trade Show and Paid Copies: 500

*International Controlled receive digital only

■ Our Readers: The People

These prestigious industry professionals are from the **world's leading orchestras, opera companies, presenters festivals, performing arts series and more.** Their titles include:

- Admissions Director
- Artistic Administrator
- Booking Director
- Chief Administrator
- Executive Director
- General Manager
- Music critic/editor
- Music Director/Conductor

[print advertiser benefits]

You'll Want to Advertise with Musical America

Advertising is much more than a print ad, it is a complete media program designed to maximize your exposure at an affordable price.

The Musical America Directory is delivered directly to thousands of buyers of talent in print and in our interactive PDF edition. **Your ad will have an impact all year long.**

Achieve your marketing goals with advertising:

- Reach new customers
- Stay ahead of the competition
- Build relationships with clients
- Sell. Sell. Sell.

Value-added advertiser benefits:

- **FREE** copy of Musical America print and interactive PDF editions
- **Listing in MusicalAmerica.com** searchable databases
- **Listing in all print indexes: alphabetical and categorical**
- **Discounts on advertising in other Musical America products**
- Ad appears in Digital (interactive PDF) edition

89.5% of subscribers approve or influence purchasing decisions for their companies*

*Source: Survey of Festivals, Opera Companies, Orchestras, and presenters (and more) worldwide January 2013

[digital edition (PDF)]

We're Digital Too

Your ad will appear in the interactive PDF version of the print directory at no additional charge. The interactive PDF edition is sent by email to Musical America's carefully researched controlled circulation: 8,500 global performing arts professionals.

The interactive PDF edition can be accessed anywhere at any time — All that's needed is an Internet connection and Adobe Acrobat reader!

Interactive PDF **advertising options will boost your exposure.**

91% of Digital Edition readers take action when presented with advertising*

INTERACTIVE PDF 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: \$75 (*Available as an upgrade for*

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

[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.

[2020 print advertising rates]

Size	B/W	4C
1 page	\$3775	\$5700
2/3 page	\$2830	\$4370
1/2 page	\$2310	\$3525
1/3 page	\$1845	\$2830
1/4 page	\$1460	N/A
1/6 page	\$1080	N/A
1/8 page	\$ 900	N/A
per inch	\$ 280	N/A

Metallic inks quoted on request.

Bleed is available for a 10% premium on ads of 1/2 page or more.

[cover rates]

Inside Front Cover	\$9,800
Inside Back Cover	\$7,800
Outside Back Cover	\$12,000

[tab divider rates]

TABI (U.S. & Canada)	\$7600
TABII (International)	\$7600

[consecutive page discount]

2-3 pages	5%
4-10 pages	10%
11-15 pages	15%
16 or more	20%

[other special positions]

All other specifically requested positions are subject to a 15% premium. (of space cost only)

■ Premier Artist Showcase: \$895

See page 13 for more details

■ Cover Sponsor Logo Link: Digital edition upgrade: \$75

See page 6 for more details

Advertising Deadlines:

Space reservations: 1 October

Materials: 8 October

For additional information on advertising, please contact us

via mail PO Box 1330, Hightstown, NJ 08520

via phone 609-455-8744 **via email** tmaiorino@musicalamerica.com

[print specifications]

The preferred format for receipt of print advertising files is PDF.

Materials may be submitted to ads@musicalamerica.com.

PDF files are preferred and accepted only if press quality with fonts embedded. NO JPGS accepted.

Please include contact information and advertiser name.

[software]

The following software programs are supported:

- QuarkXpress (7 or lower)
- Adobe InDesign (CS6 or lower)
- Adobe Photoshop (CS6 or lower)
- Adobe Illustrator (CS6 or lower)

Any other applications are unacceptable.

- Go to File/Save As Photoshop PDF. Uncheck box on "Embed color profile..."; click Save.
- Pull down menu on top, select "Press Quality." You can leave checked boxes as is.
- On left, "Output"; under "Color" change "Color Conversion" to "No Conversion" and make sure that "Profile" "Don't Include Profile" is selected.
- Save PDF.

[fonts]

- **FONTS MUST BE EMBEDDED.**
- 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)

[how to embed fonts in PhotoShop]

- Make sure the color mode is Grayscale.
- Select "Don't Merge" when changing the color mode. Leave the layers as is.
- Make sure there is no faux bold, ital, cap, etc. (Don't click on any of the little boxes that change the text characteristics. Must use the actual font.

[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%.

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[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 for print advertising must be received in writing on or before October 1, 2019; cancellations for online advertising, one week prior to start 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 advertising rates please register at
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