

MUSICAL AMERICA

SEPTEMBER 28th. 1907

Edited by *John F. Freund*

THEN. NOW.
WORKING FOR YOUR FUTURE.



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[the directory is 100% digital]

Our music world is in a period of transition. COVID-19 has accelerated a trend that was already under way — everything is going digital, from performances to marketing and communications. Musical America Worldwide directory is 100% digital as well. It looks similar to the digital directory you have come to know over the last 60 years, and is accessible anywhere, any time. You can take it with you and, more importantly, your audience can find you at its fingertips quickly and with more tools such as top and bottom leaderboard and TOC rectangle ad placements.

And here's more good news — we are cutting our rates by an average of 75%. A digital version of the directory costs us substantially less than a print edition and we are passing those savings along to advertisers.

- Musical America has been **the industry standard for over 100 years**. Credible, respected, and trusted, Musical America products consistently provide **comprehensive and reliable information** with unmatched international reach.
- Musical America is relied on by **key decision makers** and influencers at orchestras, opera companies, festivals, competitions, and presenting organizations around the globe.
- The Musical America Directory is delivered directly to thousands of buyers of talent in our interactive PDF edition. **Your ad will have an impact all year long.**
- AND the interactive PDF edition can be accessed anywhere at any time — All that's needed is an Internet connection and Adobe Acrobat reader!
- **Now you can boost your exposure with:** video, belly bands, leaderboard ads, rectangle digital ads and more....

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

[Request rates](#)

[Sample digital edition](#)

[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

■ 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

[Request rates](#)

609-448-3346 / info@musicalamerica.com

[Sample digital edition](#)

[advertiser benefits]

You'll Want to Advertise with Musical America

Advertising is much more than a display 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 our interactive PDF edition. **Your ad will have an impact all year long.**

- Each digital edition has thousands of link clicks
- Each digital edition is used for multiple years
- Readers have spent an average 16 full days reading the 2020 edition in the first 6 months of publication

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 digital PDF editions
- **Listing in MusicalAmerica.com** searchable databases
- **Listing in all indexes: alphabetical and categorical**

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www.musicalamerica.com

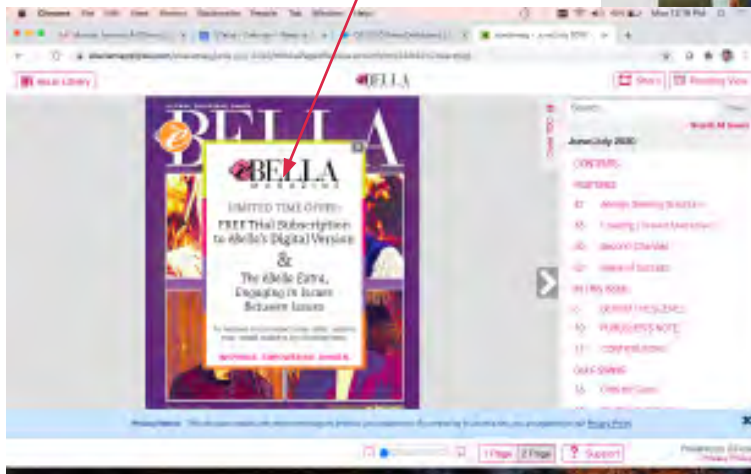
WORLDWIDE

[2021 digital edition advertising upgrades]

92% of B2B shoppers use online video to help them make their buying decisions.*

*Source: [Rocket Digital 2020](#)

Sample belly band upgrade
Contact us for pricing and specs



Sample leaderboard and rectangle ads
Contact us for pricing and specs

Sample video upgrade
Contact us for pricing and specs



[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 digital edition advertising must be received in writing on or before October 1, 2020; 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 additional information on advertising, please contact us

via mail PO Box 1330, Hightstown, NJ 08520

via phone 609-448-3346 **via email** info@musicalamerica.com

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[Sample digital edition](#)