

# MUSICAL AMERICA

SEPTEMBER 28th. 1907

Edited by *John C. Freund*

THEN. NOW.  
WORKING FOR YOUR FUTURE.



FALL ISSUE

## [ 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](#)

**609-651-0874** / [info@musicalamerica.com](mailto:info@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

## ■ 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](#)

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[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**

[Request rates](#)

[Sample digital edition](#)

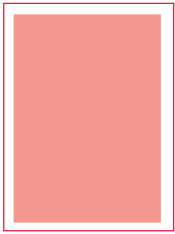
**609-651-0874** / [info@musicalamerica.com](mailto:info@musicalamerica.com)

# musicalamerica

www.musicalamerica.com

## WORLDWIDE

### [2022 digital edition advertising rates]

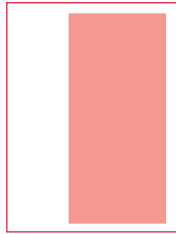


#### Full Page

7" W x 10" H  
17.78 cm W x 25.40 cm H  
4/C = \$1500  
B/W = \$1000

#### Full Page with Bleed

Add 10%  
7 3/8" W x 10 1/8" H  
18.73 W x 25.72 cm H  
Trim size: 8 1/8" x 10 7/8"  
20.64 x 27.62 cm

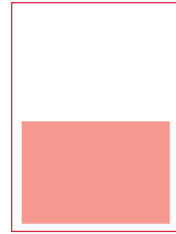


#### 2/3 Vertical

4 9/16" W x 10" H  
11.59 cm W x 25.40 cm H  
4/C = \$1125  
B/W = \$750

#### 2/3 Vertical with Bleed

Add 10%  
4 7/8" W x 10 1/8" H  
12.38 W x 25.72 cm H  
Trim size: 5 1/4" x 10 7/8"  
13.34 x 27.62 cm

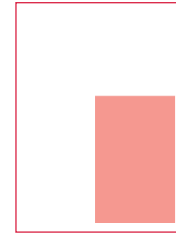


#### 1/2 Page Horizontal

7" W x 4 7/8" H  
17.78 cm W x 12.38 cm H  
4/C = \$900  
B/W = \$750

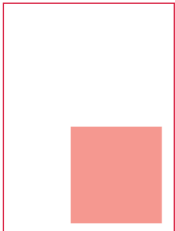
#### 1/2 Page Horizontal

Add 10%  
2 3/8" W x 10 1/8" H  
6.03 W x 25.72 cm H  
Trim size: 8 1/8" x 5 1/2"  
20.64 x 13.97 cm



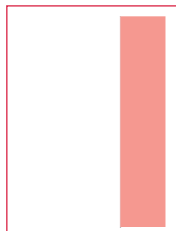
#### 1/2 Page Island

4 9/16" W x 7 3/8" H  
11.59 cm W x 18.73 cm H  
4/C = \$900  
B/W = \$750



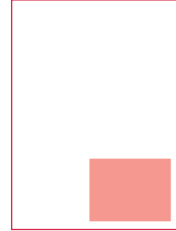
#### 1/3 Page Horizontal

4 9/16" W x 4 7/8" H  
11.59 cm W x 12.38 cm H  
4/C = \$735  
B/W = \$490



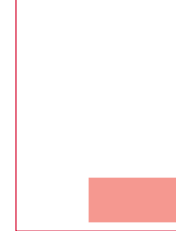
#### 1/3 Page Vertical

2 1/8" W x 10" H  
5.40 cm W x 25.40 cm H  
4/C = \$735  
B/W = \$490



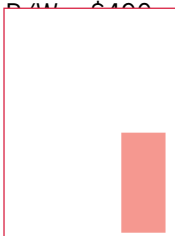
#### 1/4 Page Square

4 9/16" W x 3/12" H  
11.59 cm W x 8.89 cm H  
4/C = \$500  
B/W = \$335



#### 1/6 Page Horizontal

4 9/16" W x 2 3/8" H  
11.59 cm W x 6.03 cm H  
B/W = \$250



#### 1/6 Page Vertical

2 1/8" W x 4 7/8" H  
5.40 cm W x 12.38 cm H  
B/W = \$250

#### [COVER RATES]

Inside Front Cover \$2,450  
Inside Back Cover \$1,950  
Outside Back Cover \$3,000

#### [TAB DIVIDER RATES]

TABI (U.S. & Canada) \$1,900  
TABII (International) \$1,900

#### Advertising Deadlines:

**Space reservations: 15 October**

**Materials: 22 October**

\*\*\*Sizes specified for pagination. The actual ad size will vary depending on device used to view the page.



# [advertising specifications]

The required format for advertising files is PDF.

Materials may be submitted to [info@musicalamerica.com](mailto:info@musicalamerica.com).

**PDF files are required and accepted only with fonts embedded. NO JPGS or PNGs 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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For additional information on advertising, please contact us  
via mail 14846 Gates Avenue, Magnolia Springs, AL 36555  
via phone 609-651-0874 via email [info@musicalamerica.com](mailto:info@musicalamerica.com)

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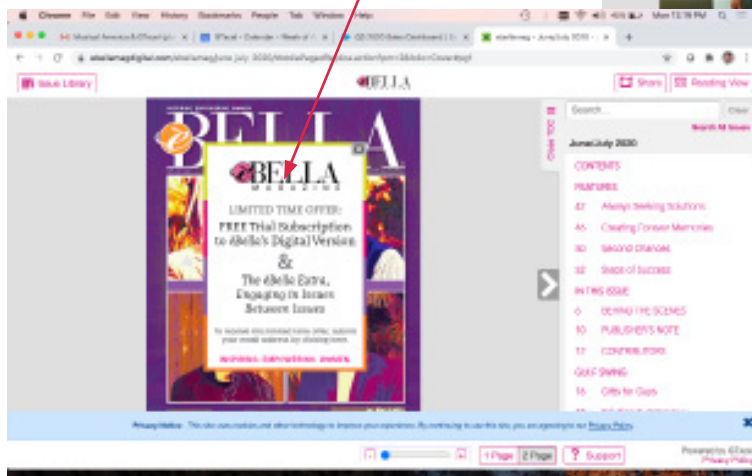
## WORLDWIDE

[2022 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, 2021; 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.

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