



Musical America

The Source for the International Performing Arts

Awards. Directory. Website.
Newsletter. Special Reports.
Flexible. Affordable. Effective.

The International Directory advertiser benefits

Musical America is the critical resource for decision-makers in the performing arts industry.

Your ad is sent to thousands in our complimentary circulation.

Each digital edition is used for multiple years.

Includes thousands of email and website links.

advertising specifications

**The required format for advertising files is PDF.
PDF files are required and accepted only with fonts embedded.
NO JPGS or PNGs accepted.**

Materials may be submitted to info@musicalamerica.com.
Please include contact information and advertiser name.

Advertising Deadlines:

Space reservations: 26 October

Materials: 26 October

[Sample digital edition](#)

musicalamerica

www.musicalamerica.com

WORLDWIDE

And....Introducing in 2026

A digital awards magazine, showcasing our 2026 honorees with articles and videos.

Advertise in the directory and your ad will automatically be included in this new publication.

Distributed to our list of an average of 26,000 readers.

Published in early December.



musicalamerica

www.musicalamerica.com

WORLDWIDE

Weekly Newsletter: This Week

Reach out and ignite action—send your message to 26,000+ opt-in members of MA's mailing list in the most targeted email vehicle in the performing arts.

Advertorial:

Advertising in the form of written editorial.

Includes:

- Headline—5-10 words
- Copy—50-60 words
- Photo or Logo—200 x 200 pixels
- URL

Standard banner ad: 630x120, 300dpi

Large banner ad: 496x195, 300dpi

Top: \$595

Middle: \$475

Bottom: \$375

Production costs included.

Banner Ad:

BANNER SIZE	TOP	MIDDLE	BOTTOM
Standard	\$525	\$425	\$325
Large	\$750	\$650	\$550

MusicalAmerica.com

Reach out and ignite action—send your message to 26,000+ opt-in members of MA's mailing list in the most targeted email vehicle in the performing arts.

Banner advertising:

Graphic presentation of your business with active hyperlink to web site of your choice.

- **Leaderboard: 728 x 90**
- **Medium Rectangle: 300 x 250**

- **Placement: Home, News, Professional Growth, or Career Center**

- **Pricing per month per page**

Standard: * \$595

Exclusive: \$1090 [Save \$100]

[More info about website & newsletter advertising](#)

Custom Marketing E-blast

Reach out and ignite action—send your message to 26,000+ opt-in members of MA's mailing list in the most targeted email vehicle in the performing arts.

DELIVERED TO THE INBOXES of MA's opt-in mailing list of key executives and industry professionals.

- HTML file with graphics OR High-resolution .jpg or .png file(s)
- Hyperlink(s)
- Subject line for e-blast
- Size: 600px (w) x 1700 px (h) maximum

Days: Wednesday or Thursday

Time: TBD by advertiser

Price: \$795

[More info about custom marketing e-blasts](#)