

# musical america

## SPECIAL REPORTS 2017

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

# [media kit]



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# musical america GUIDES 2017

## [guides calendar]

- Comprehensive resources with the most up-to-date information on the topic
- Compiled by performing arts' foremost journalists: the MA editorial team
- Distributed to 26,000 industry professionals, artists, music enthusiasts, educators and students
- Include feature articles, insight and advice from industry experts

### RELEASE DATE:

7 february

4 april

6 june

5 september

7 november

5 december

### AD DEADLINE

15 january

15 march

15 may

15 august

15 october

15 november

### TOPIC

#### COMPETITIONS

*The Guide to Top Competitions*

#### FESTIVALS

*The 2017 Guide*

#### FOCUS ON CAREERS

#### MUSIC SCHOOLS

*The 2017-18 Guide*

#### MUSIC CAMPS

*The 2017 Guide*

#### PROFESSIONALS 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 GUIDES 2017

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
- Special Reports library
- Social Media postings on Twitter, Facebook, LinkedIn
- Industry Association Partnerships
- Easy reading on mobile device or tablet

### Who gets Guides?

- 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

**“wonderful...informative.... interesting to read....”**

David Chesky, HDTracks

### Musical America audience

Primary Business Activity\*

Presenter 29%  
Performing Artist 32%  
Artist Manager 25%  
Education 23%  
Marketing & Public Relations 17%

*\*Constant Contact mailing list survey, 2012. Respondent could indicate “more than one.”*

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www.musicalamerica.com

**These prestigious organizations are successful advertisers  
in the musical america GUIDES**

## **[competitions]**

American Pianists Association  
Banff International String Quartet Competition  
Cleveland International Piano Competition  
Hilton Head International Piano Competition  
International Violin Competition of Indianapolis

Michael Hill International Piano Competition  
Parkening International Guitar Competition  
Schadt String Competition  
Van Cliburn Competition  
Wideman International Piano Competition

## **[summer festivals]**

Fairbanks Summers Arts Festival  
Gawon International Music Society  
Killington Music Festival  
LaJolla Music Society-Summerfest  
Lucerne Festival  
Mainly Mozart

Music Academy of the West  
Philadelphia International Music  
Festival  
Round Top Music Festival  
Santa Fe Chamber Music Festival  
Seagle Music Colony

## **[music schools]**

Berklee School of Music  
Eastman School of Music  
Frost School of Music: University of Miami  
Hartt School of Music: University of Hartford  
The Juilliard School  
Longy School of Music at Bard College

Lynn University Conservatory of Music  
Manhattan School of Music  
Moore School of Music: University of  
Houston  
Oberlin Conservatory of Music  
Purchase College Conservatory of Music

**[rates]**

## ROADBLOCK:

**\$1500 1x**

**\$1350 3x**

**\$1275 5x**

### Includes:

- Full page with enhanced listing and ad on page
- Logo

### Advertisement Specifications:

**6 3/8" (w) x 6 7/8" (h)**

**1/2 Page:**

**\$900 1x**

**\$820 3x**

**\$765 5x**

### Advertisement Specifications:

**6 3/8" (w) x 6 7/8" (h)**

**1/4 Page:**

**\$500 1x**

**\$450 3x**

**\$425 5x**

### Advertisement Specifications:

**6 3/8" (w) x 3 7/16" (h)**



## [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** 609-455-8744 **via email** [jdangelo@musicalamerica.com](mailto:jdangelo@musicalamerica.com)