

[online advertising] Flexible. Affordable. Effective

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—150 x 150 pixels
- URL

Top: \$595
Middle: \$475
Bottom: \$375

Production costs included.

Mailing list customization incurs additional charges.

Banner advertising:

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

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

Breaking News Alerts:

Sent when hot industry news breaks.

BANNER SIZE	COST
Standard	\$250
Large	\$475

Combination discounts available:

Advertiser supplies artwork (.jpg or .png file) and hyperlink)

Sample advertorial

musical
INTERNATIONAL PERFORMING ARTS NEWS
www.musicalamerica.com

January 20, 2017

ADVERTISEMENT **Advertorial** ADVERTISEMENT

Alan Gilbert Conducts the Juilliard Orchestra

Juilliard faculty member and New York Philharmonic music director Alan Gilbert conducts the Juilliard Orchestra in Dutilleul's *Tout un monde Aontain*... featuring Juilliard cellist Anne Richardson, and Shostakovich's Fourth Symphony. "It's shattering—a massive work—and I think the orchestra will play it really brilliantly," says Gilbert.

Tuesday, January 24 at 7:30pm in David Geffen Hall. Tickets from only \$15.
[Click here for more info](#)

Trump Reportedly Will Cut NEA and NEH

The new administration plans to eliminate the National Endowment for the Arts and the National

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Sample standard banner ad: 468x60

Sample large banner ad: 496x195

Banner ad 468 x 60



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October 21, 2018

Musical America Names Yuja Wang 2017 Artist of the Year



Phonix Yuja Wang has been chosen as Musical America's Artist of the Year 2017. In his presentation at a special ceremony at Carnegie Hall in December. The additional winners are Rhythm Blackbird, Susanna Malkki, Andrew Newman, and Eric Owens, recognized respectively as the Ensemble, Conductor, Composer, and Vocalist of the Year 2017. Each is the subject of a tribute article that will appear in the annual Musical America International Directory of the Performing Arts published in December. The Musical America brand starts in 1966, when it was published as a weekly newspaper.

[FULL STORY](#)

THE ABOVE BANNER IS DESIGNED TO DISPLAY FULL WIDTH THE PROVIDED 468x60 PIXELS OF THE YEAR SYSTEMS (1000x750) IN 300x250

It's Official: ENO Taps Martyn Brabbins



English National Opera has confirmed the appointment of Martyn Brabbins, [nominated from eno website page](#), as its next music director, "with immediate effect." He succeeds Mark Wadsworth, who [quit last March](#).

[FULL STORY](#)

Large Banner 496 x 195



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October 18, 2018

Rider University Considers Closing Westminster Choir College Campus



Rider University, in an attempt to survive what it says will be a deficit of \$13.1 million by 2019, has said that it may close the Westminster Choir College campus in Princeton, NJ, and consolidate it with Eastminster, NJ, campus.

[FULL STORY](#)

CM Artists, MKI Artists in New Partnership



Inda Marder, owner and principal of CM Artists, and John Zorn, in a comparable position at MKI Artists, have joined forces. Marder emphasized that the move is not a merger, but a loose partnership without financial strings.

[FULL STORY](#)

Sample breaking news alert

Reply | Reply All | Forward

Musical America Worldwide <newsletter@musicalamerica.com> | whatnow@musicalamerica.com

Breaking News: IMG Artists COO Exits


If there are problems with how this message is displayed, click here to view it as a web browser.

BREAKING NEWS from **musicalamerica** WORLDWIDE

[f](#) [t](#) [in](#)

IMG Artists COO Exits
IMG Artists Global COO and General Counsel Lorna Aizlewood has exited the company. Her departure was confirmed today by Senior VP of Marketing & Communications Becky Farrell.

[READ FULL STORY](#)



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MusicalAmerica.com

On-line hub of the performing arts. 90,000+ pageviews per month. Bookmarked and referred to daily by leading industry executives, artists, artist managers, music critics and more.

Leaderboard: 728 x 90



Medium Rectangle: 300 x 250



Leaderboard or Side Rectangle Pricing per month per page

- Placement: Home, News, Professional Growth, or Career Center
Standard: * \$595
Exclusive: \$1090 [Save \$100]
- Placement: ROS (Run of Site—all other pages rotating)
Standard: * \$495
Exclusive: \$910 [Save \$80]

Roadblock: Leaderboard and Side Rectangle

Pricing per month

- Placement: Home, News, Professional Growth, or Career Center
Standard: * \$1090
Exclusive: \$2000 [Save \$180]
- Placement: ROS (Run of Site—all other pages rotating)
Standard: * \$910
Exclusive: \$1675 [Save \$145]

* Standard: maximum of two advertisers rotate in this position.

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Ads in media kit appear larger than actual size.