

MUSIC CONNECTION

Informing Music People Since 1977™

Advertising Rate Card #27 2012

Corporate Offices:
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Informing musicians and music people since 1977, MUSIC CONNECTION is a national monthly music publication commonly referred to as "the musicians bible." Its broad appeal makes loyal readers out of songwriters, producers, studio owners, agents, attorneys, publicists, label executives, and of course, professional and aspiring musicians. They all turn to us for articles and resources for everything from writing songs and getting signed, to the latest technology for music distribution and recording, as well as interviews with superstar artists and industry leaders on how they achieved their success.

Each issue contains an updated directory of contact information for career necessities like A&R reps, recording studios, producers, film/TV music supervisors, and publishers, so our 85,000 readers keep every issue as a reference guide all year. We are distributed by paid subscription, and through a network of newsstands, bookstores, 7-Elevens, all Guitar Centers, and independent musical instrument stores throughout the United States. We also include complimentary magazines in thousands of participant gift bags and publication bins at major music conferences and trade shows all year round, including South By Southwest, CMJ, NAMM, AES, and many more.



"MUSIC CONNECTION is one of the music industry's best allies. It has been an important voice for songwriters, artists and musicians of all levels through the years, and it's reach and content always make it a valuable part of an artist and company development plan"

—Hanna Pantle,
 BMI

Larger Display Ads

4-Color Ads	1x 1 Issue	3x 3 Issues 5% Discount	6x 6 Issues 10% Discount	12x 12 Issues 15% Discount
Full Page	2700.00	2565.00	2430.00	2295.00
1/2 Page	1625.00	1543.75	1462.50	1381.25
1/3 Page	1295.00	1230.25	1165.50	1100.75
1/4 Page	995.00	945.25	895.50	845.75
1/6 Page	775.00	736.25	697.50	658.75
1/8 Page	525.00	498.75	472.50	446.25

"MUSIC CONNECTION has proven to be an extremely valuable tool both in print ads and web based advertising in reaching the music communities we serve"

—Dennis Dreith
 Administrator - Film Musicians Secondary Markets Fund AFM & AFTRA Intellectual Property Rights Distribution Fund



Black & White Ads	1x 1 Issue	3x 3 Issues 5% Discount	6x 6 Issues 10% Discount	12x 12 Issues 15% Discount
Full Page	1980.00	1881.00	1782.00	1683.00
1/2 Page	1095.00	1040.25	985.50	930.75
1/3 Page	775.00	736.25	697.50	658.75
1/4 Page	595.00	565.25	535.50	505.75
1/6 Page	425.00	403.75	382.50	361.25
1/8 Page	350.00	332.50	315.00	297.50

Smaller Display Ads

4-Color Ads \$100.00 Per Column Inch

Black & White Ads \$75.00 Per Column Inch

Double Column Ads

	1x 1 Issue	3x 3 Issues 5% Discount	6x 6 Issues 10% Discount	12x 12 Issues 15% Discount
1 inch	150.00	142.50	135.00	127.50
1.5 inch	225.00	213.75	202.50	191.25
2 inch	300.00	285.00	270.00	255.00

Single Column Ads

	1x 1 Issue	3x 3 Issues 5% Discount	6x 6 Issues 10% Discount	12x 12 Issues 15% Discount
1.5 inch	112.50	106.88	101.25	95.63
2 inch	150.00	142.50	135.00	127.50
3 inch	225.00	213.75	202.50	191.25
4 inch	300.00	285.00	270.00	255.00

Size Specifications

Full Page with 0.25" Bleed

8.844 x 11.4375

Trim Size (Printed)

8.344 x 10.9375

* For a full page ad, please allow 0.25 on all sides.
8.844 x 11.4375

1/2 page horizontal 7.375 x 4.875

1/2 page vertical 3.625 x 10.125

1/2 page island 4.875 x 7.375

1/3 page square horizontal 4.875 x 4.875

1/3 page vertical 2.375 x 10.125

1/4 page horizontal 7.375 x 2.375

1/4 page vertical 3.625 x 4.875

1/6 page square horizontal 3.625 x 3.25

1/6 page vertical 2.375 x 4.875

1/8 page 3.626 x 2.375

* **Printing:** Web Offset * **Stock:** 60/40 lb. Glossy Coated

* **Binding:** Saddle-Stitched * **Trim Size:** 8.844 x 10.9375

* **Line Screen:** 150/133

File Specifications

We accept **"ONLY"** the following hi-res formats:
tif, jpg, psd or pdf's.

Supported Applications:

Photoshop CS5 (All Photoshop Files up to latest CS5 Version).

Illustrator CS5 (All Illustrator Files up to latest CS5 Version).

InDesign CS5

* **PLEASE NOTE:** All Photoshop files must be built at 300dpi, saved in CMYK format, with all layers, including text and images flattened, and saved as either a hi-res tif, jpg, eps, or psd file.



"MUSIC CONNECTION is like the musician's bible. As an artist and recording studio owner it has helped me immensely over the years. From finding musicians to the useful info and directories, I don't think there's another publication geared more directly towards the active musician."

—Ian Fleming
IF Then Music

Premium Positioning

Inside Front Cover	Add 15%
Inside Back Cover	Add 10%
Back Cover	Add 20%
Guaranteed Position	Add 15%

"I would lose about 80% of my outside clients if it wasn't for advertising in MUSIC CONNECTION. Our studio has found Music Connection the best publication for our advertising needs."

—Nick Dofflemyer,
Director Studio Operations
Universal Music Studios - West

