

MECHANICAL REQUIREMENTS

Advertisers are responsible for providing ads sizes to the correct specifications. All measurements in inches.

2009-2010 DISPLAY ADVERTISING RATES (in U.S. dollars)

Size	Type	1x	1x Org Member	2x	4x
Full Page	COLOR	1255	1129.50	1070	950
	BW	980	882	835	750
2/3 Page	COLOR	875	787.50	745	660
	BW	650	585	555	505
1/2 Page	COLOR	695	625.50	590	535
	BW	560	504	475	435
1/3 Page	COLOR	495	445.50	425	385
	BW	370	333	315	295
1/4 Page	COLOR	365	328.50	310	280
	BW	305	274.50	260	230
1/6 Page	COLOR	275	247.50	235	205
	BW	210	189	180	160
Marketplace (in Ad Index)		100	90	90	80
COVERS (COLOR ONLY)					
Back Cover		1765	1588.50	1590	1415
Inside Front/Inside Back		1470	1323	1325	1175

- **2x rate** refers to one ad insertion in two out of four consecutive issues.
- **4x rate** refers to one ad insertion in four consecutive issues.
- **1x Org Member rate** for Organizational Members of Early Music America. Applies to 1x insertions only.
- **Text-only classified ad:** \$3 per word; 10 word minimum.
- **Payment:** Due during "ad space close" period of each issue. We accept check or credit card (Visa or Mastercard). There is a \$15 surcharge for bank wire transfers.
- **Value-added Web Presence for Advertisers:** All advertisers (except text-only classifieds) will receive a link on www.earlymusic.org throughout the duration of their print ad in EMA Magazine. Cover advertisers receive a logo and link from EMA's homepage throughout the duration of their ad in EMA Magazine.

SPECIAL AD PACKAGES combining advertising in EMA Magazine, an online presence at www.earlymusic.org and EMA's annual Directory of Members are available. Email or call for more information.

ANNUAL PUBLICATION SCHEDULE

FALL ISSUE: (published mid-to-late August)
Ad space close early June
Artwork due early July

WINTER ISSUE (published mid-to-late November)
Ad space close early September
Artwork due late September/early October

SPRING ISSUE (published mid-to-late February)
Ad space close early December
Artwork due early January

SUMMER ISSUE (published mid-to-late May)
Ad space close early March
Artwork due early April

	Width	Height
Full page (non bleed)	7.625	10
2/3 Page vertical	4.7	9.5
1/2 Page horizontal	7.125	4.65
1/2 Page vertical #1	3.5	9.5
1/2 Page vertical #2 (NEW)	4.7	7
1/3 Page vertical	2.275	9.5
1/3 Page square	4.7	4.65
1/4 Page vertical	3.5	4.65
1/6 Page vertical	2.275	4.65
1/6 Page horizontal (NEW)	4.7	2.275
Marketplace	2.275	1.25

- Magazine Trim Size: 8.125 x 10.5
- Full page Bleeds: 8.625 x 11 (.25 beyond trim all sides)
- Live matter: Keep a minimum of 1/4 inch from trim sides
- Inserts and CD samplers: Specifications and rates are supplied upon request.
- All copy subject to publisher's approval.
- Binding: Saddle stitch
- Printing: Web offset, coated stock

ARTWORK FILES

Preferred formats: High resolution PDF/X-1a files with all fonts and images embedded. JPEGs and TIFF files also accepted. **We will not accept Microsoft Word files.**

Preparation: Four color ad must be CMYK. Art must be at least 300 dpi for best print quality. Black & white ads must be grayscale.

Files identified as containing RGB or spot colors as well as low resolution images will be returned to the advertiser for adjustment. Advertiser is responsible for resolution quality of ad submitted. Late art submissions at press time as well as adjustments subject to an additional \$25 charge. Ads that are not sized exactly may have their proportions changed slightly to fit magazine format. Ads that do not conform to other requirements may be returned to the advertiser for correction.

Ad design fee: \$50 per hour. Call or email for additional details.

CONTRACT & PUBLISHING INFORMATION

All advertising must be confirmed via email, fax or mail with a signed and dated insertion order. No advertising agency discounts are offered. Advertisers are responsible for any debts incurred by their agencies in the advertisers' name. All advertising rates subject to change at any time. The publisher reserves the right to reject any ad for any reason.

WHERE TO SEND ARTWORK FILES

Advertising files should be emailed directly to Patrick Nugent, Advertising Manager, at ads@earlymusic.org. Questions? Email or call 1.206.720.6270 or 1-888-SACKBUT.

Early Music America, 2366 Eastlake Avenue E. #429, Seattle, WA 98102 USA; 206.720.6270; fax: 206.720.6290; www.earlymusic.org