



CLASSICAL SINGER®

2012 ADVERTISING RATES

“Thanks to the wonderful work of Classical Singer, our program has had amazing singers and great success.”
—Sadie Rucker, Martina Arroyo Foundation

CIRCULATION

Subscribers: 5,000 paid subscribers with readership of 20,000
 Readership: Professional Classical Singers, Voice and Choral Teachers, University & High School Students
 Demographics: 50% East Coast, 25% Midwest and Canada, and 25% West Coast
 Website: *ClassicalSinger.com* & *AuditionsPlus.com*—
 20,000 visitors and 150,000 page views a month.

PRINT AD RATES (PER MONTH)

Page Size	1X Rate	3X Rate	6X Rate	12X Rate
Full Page	\$1,495	\$1,345	\$1,195	\$1,045
Jr. Page	\$895	\$795	\$715	\$625
Half Page	\$695	\$625	\$555	\$495
Third Page	\$455	\$410	\$365	\$325
Quarter Page	\$355	\$320	\$285	\$245
Sixth Page	\$275	\$245	\$220	\$195
Eight Page	\$195	\$180	\$165	\$145

* Covers: Inside front: \$1,890, Inside back: \$1,945, Back: \$2,095
 (All covers are 4-color only)

* Color Fees: Ad Price + 10%

* Design Fees: \$50 per hour (min. 1 hour)

* Pre-Pay: Full payment for the ad or an authorized Purchase Order is required 40 days before publication. All sales are final. All major credit cards are accepted.

WEB AD RATES & SPECS

Ad Size	Monthly Rate	Width x Height (pixels)
Small Block	\$250	150 x 100
Large Block	\$350	150 x 200
Banner	\$450	468 x 60
Classified	\$15	

* Design Fees: \$50 per hour (min. 1 hour)

* Format: Web ads may be sent via e-mail in either JPEG, GIF, or animated GIF formats at 72 dpi.

* Misc: Web ads can begin running on any specified date and will run for 30 days from that date. Each ad is linked to the advertiser's specified website. All ads need to be paid in advance.

PRINT AD SPECS

Advertisers are responsible for providing ads sized to the correct specifications. Incorrectly sized ads may be stretched or reduced to fit the reserved space.

Space Size	Width x Height (inches)
Full page bleed	8.5" x 11" (plus bleed)
Full page non-bleed	8" x 10"
Jr. Page	5" x 10"
1/2 Horizontal	7.5" x 5"
1/2 Vertical	3.7" x 10"
1/3 Horizontal	7.5" x 3.25"
1/3 Vertical	3.7" x 6.75"
1/3 Island	5" x 5"
1/4 Vertical	3.7" x 5"
1/4 Horizontal	7.5" x 2.5"
1/6 Horizontal	3.7" x 3.25"
1/6 Vertical	2.5" x 5"
1/8 Horizontal	3.7" x 2.5"

Trim Size: 8.5" x 11"

Bleeds: Plus 1/8" on all sides. Keep all live material 1/4" on all sides away from trim.

PRINT AD ARTWORK & MATERIALS

Ads may be sent via e-mail or on a CD. All ads MUST be submitted according to the following specifications:

Color: Non-color ads, including logos and images used within the ad, MUST be black and white; 4-color ads must be in CMYK.

Digital Requirements: PDF format is preferred with fonts embedded, saved at 300 dpi, and saved at 150-line screen resolution for optimum quality. Ads are also accepted in TIFF, EPS, or JPEG formats in either grayscale or CMYK. Advertisers are responsible for the quality of files.

PRINT AD DEADLINES

Reservation Deadline: 45 days before cover date (example: Jan. 15 is reservation deadline for the March issue).

Artwork Deadline: 35 days before cover date (example: Jan. 25 is artwork deadline for the March issue).

ALL RESERVATIONS ARE BINDING.

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