

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: 6,000 paid subscribers with readership of 20,000
Readership: Professional Classical & Musical Theatre Singers, Private 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*—30,000 visitors and 180,000 page views a month.

PRINT AD RATES (PER MONTH)

Page Size	1X Rate	3X Rate	6X Rate	10X 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
Inserts (Any size)	\$995	\$895	\$805	\$725

* Covers (full color): Inside front: \$2,095, Inside back: \$1,890, Back: \$1,945

* Ad space is also available on renewal notices. Call for details.

* Color Fees: Ad Price + 10%

* Design Fees: \$60 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.

DIGITAL AD RATES & SPECS

WEB ADS ARE DISPLAYED ON BOTH CLASSICALSINGER.COM AND AUDITIONSPLUS.COM.

Ad Size	Monthly Rate	Width x Height (pixels)
Web Small Block	\$250	150 x 100
Web Large Block	\$350	150 x 200
Web Banner	\$450	468 x 60
Newsletter Banner*	\$195/Newsletter	468 x 60
A+ Alert Banner**	\$250/week	468 x 60
Sponsored Email*	\$2,500	HTML CODE
Facebook Post***	\$250	50 words or less

* Sent to over 45,000 singers and teachers **Sent to over 6,000 subscribers nightly

***40,000 likes/follows

-Design Fees: \$60 per hour (min. 1 hour)

-Format: JPEG, GIF, or animated GIF formats at 72 dpi.

-Misc: Ads can start on any specified date and will run for 30 days. Each ad is linked to the advertiser's specified website. All ads must be prepaid.

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"

Inserts Any size up to a full page.

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.