



# 2018 ADVERTISING RATE CARD

**A**dvertising with Chorus America is a smart and cost-effective way to deliver your message to the vibrant choral community. Our award-winning print and digital publications reach an audience of choral leaders across North America and beyond.

We offer advertising in our quarterly magazine the *Voice*, in our targeted e-newsletter, *Update*, and through multiple options on our website—and new this year, we are offering sponsored email opportunities.

We also offer special pricing to organization members on a range of multi-platform packages that get your message heard in today's changing communications landscape.



## THE VOICE

This popular, award-winning magazine is published quarterly and distributed as a benefit of membership to more than 3,000 North American choral leaders.

Recipients include conductors, music directors, composers, executive directors, board members, fundraising and marketing executives, and professional and volunteer singers, as well as arts organizations, music businesses and libraries.

## 2018 Advertising Rates

Page Size	4X Rate Members	1X Rate Members	All Non-members
Full page	\$ 970	\$1,140 (\$1,250)	\$1,460 (\$1,600)
2/3 vertical	\$ 690	\$ 860 (\$950)	\$1,085 (\$1,200)
1/2 horizontal	\$ 545	\$ 635 (\$700)	\$ 810 (\$900)
1/3 vertical	\$ 385	\$ 485 (\$550)	\$ 615 (\$675)
1/3 square	\$ 385	\$ 485 (\$550)	\$ 615 (\$675)
1/6 vertical	\$ 275	\$ 295 (\$325)	\$ 370 (\$400)
1/9 vertical	\$ 150	\$ 170 (\$200)	(N/A)
Covers 2, 3, 4 4-color included	\$1,475	\$1,720 (\$1,900)	\$1,985 (\$2,200)
Center spread 4-color included	\$1,720	\$2,020 (\$2,225)	\$2,470 (\$2,700)

**New Summer Issue Pricing:** Pricing for 1x reservations in the Summer issue shown in parentheses ( ). In addition to its mailing circulation, the Summer *Voice* is distributed to over 500 choral leaders at the Chorus America Conference.

**Color Fee:** Additional fee of \$350 added to space rate, except for covers and center spread; discounted fee of \$250 for 4X contracts only.

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### Special Pricing

**Member Rates:** Chorus, Business, and Affiliate members of Chorus America receive lower rates, and additionally are eligible for multi-platform package discounts. (*Individuals are not eligible for discounts on behalf of their organizations.*)

**4X Rates:** for advertisers who commit in advance to placing four ads throughout one year; all others must pay 1X rates. 4X advertisers may also receive a 5% discount on space when all 4 insertions are pre-paid at the time that the order is placed.

### Mechanical Requirements

Advertisers are responsible for providing ads sized to the correct specifications.

Space Size	Width	Height
Full page bleed	8 <sup>3</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>4</sub> "
Full page non-bleed	7 <sup>1</sup> / <sub>2</sub> "	10"
2/3 vertical	4 <sup>3</sup> / <sub>4</sub> "	9 <sup>3</sup> / <sub>4</sub> "
1/2 horizontal	7 <sup>1</sup> / <sub>2</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/3 vertical	2 <sup>1</sup> / <sub>2</sub> "	9 <sup>3</sup> / <sub>4</sub> "
1/3 square	4 <sup>3</sup> / <sub>4</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/6 vertical	2 <sup>1</sup> / <sub>2</sub> "	4 <sup>3</sup> / <sub>4</sub> "
1/9 vertical	2 <sup>1</sup> / <sub>2</sub> "	3"
Covers 2, 3 bleed	8 <sup>3</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>4</sub> "
Covers 2, 3 non-bleed	7 <sup>1</sup> / <sub>2</sub> "	10"
Cover 4 (back) bleed	8 <sup>3</sup> / <sub>4</sub> "	8 <sup>7</sup> / <sub>8</sub> "
Cover 4 (back) non-bleed	8"	8 <sup>1</sup> / <sub>8</sub> "
Center spread bleed	17 <sup>1</sup> / <sub>4</sub> "	11 <sup>1</sup> / <sub>4</sub> "
Center spread non-bleed	16"	10"

**Trim Size:** 8<sup>1</sup>/<sub>2</sub>" x 11" **Binding:** Saddle-stitched

**Bleed Ads:** Sizes above *include* 1/8" bleed on all sides. All non-bleeding information, such as type and logos, should be within 1/4" from trim edge. Bleed must be included on artwork and crop marks offset by 1/8".

### Artwork & Materials

Ads **MUST** be submitted according to the following specifications—*advertiser is responsible for design fees incurred adjusting ads to fit published 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. No RGB or spot color art accepted.

**Digital Requirements:** Minimum resolution of 300 dpi. Preferred format is press-quality PDF, TIFF, or JPEG. Advertiser is responsible for resolution of ad submitted.



## UPDATE

Chorus America's *Update* e-newsletter is distributed bi-weekly to over 3,500 artistic directors, executive directors, chorus staff and board members, and music business leaders. We offer one exclusive, prominently placed banner ad per email.

### 2018 Advertising Rates

**Banner ad placement in *Update*** (one issue):  
Members: \$500; Non-Members: \$550

### Digital Requirements

**Update:** 560 pixels wide x 150 pixels high  
Digital files should be sent in JPEG, TIFF, or PNG format with a resolution of 72 dpi.



## SPONSORED EMAIL MESSAGES

Reach a targeted audience of over 3,500 artistic, administrative, and business leaders directly with our new advertising option. You provide the content, and Chorus America will send a dedicated message promoting your products or services on your behalf.

*Sponsored emails are reserved for members in 2018 and limited to one message per quarter.*

**Rate:** \$1,500

**Digital Requirements:** Submit an HTML file with inline CSS. Width: 600 pixels. Any images included in your file need to either be hosted on your website or emailed to Chorus America as jpegs.

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## WEBSITE



Our award-winning website receives thousands of visitors every month from North America and beyond. We offer ad placements in five different topic areas. Your ad will appear on every page of your chosen topic area. Take advantage of our low rates for this exciting platform.



### Jobs Directory Advertising

Advertising is also now available on our website's Jobs Directory. Boost your visibility by promoting your message on the Jobs landing page—the most-visited page on the Chorus America website—as well as each job posting with this new option.

## 2018 Advertising Rates

**Website topic area ad placement:**  
\$200/month; Members: \$500 for 3 months  
**Jobs directory:** \$250/month

## Digital Requirements

**Website topic area and Jobs Directory:**  
280 pixels wide x 174 pixels high  
Digital files should be sent in JPEG, TIFF, or PNG format with a resolution of 72 dpi.



## MULTI-PLATFORM PACKAGES

Get more exposure for your advertising dollar by selecting one of our Multi-Platform Packages. Package pricing is available for organizational members of Chorus America.

### Double Exposure

10% discount for 1 *Voice* ad and 1 *Update* ad  
Rate: depends on the selected *Voice* ad size.

### Mixed Media Package

15% discount for 1 *Voice* ad, 1 website ad, and 1 *Update* ad  
Rate: depends on the selected *Voice* ad size.

## SUBMISSION

Reservation forms should be emailed or faxed to:  
Mike Rowan  
Communications Manager  
[mike@chorusamerica.org](mailto:mike@chorusamerica.org)  
202.331.7599 fax

Reservation forms are available at:  
[www.chorusamerica.org/publications/advertise/advertise-voice](http://www.chorusamerica.org/publications/advertise/advertise-voice)

Advertising artwork should be sent by email to:  
[mike@chorusamerica.org](mailto:mike@chorusamerica.org).