

MUSIC CONNECTION



PRINT ADVERTISING RATES 2020

Informing musicians and music people since 1977

MUSIC CONNECTION is a national monthly music publication commonly referred to as "the musician's 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 *MC* 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. 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, and independent musical instrument stores nationwide. We also include complimentary magazines in thousands of event gift bags and publication bins at over 40 music conferences and trade shows, including SNAMM, AES, Americana, Folk Alliance, Taxi Road Rally, and many more.

LARGER DISPLAY ADS

4-Color

	1x (1 Issue)	5% DISCOUNT 3x (3 Issues)	10% DISCOUNT 6x (6 Issues)	15% DISCOUNT 12x (12 Issues)
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



Black & White

	1x (1 Issue)	5% DISCOUNT 3x (3 Issues)	10% DISCOUNT 6x (6 Issues)	15% DISCOUNT 12x (12 Issues)
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	315.00	332.50	315.50	297.50



Premium Positioning

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

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SINGLE COLUMN ADS

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

DOUBLE COLUMN ADS

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

SMALLER DISPLAY ADS

4-Color **100.00** per column inch Black & White **75.00** per column inch



SPECIFICATIONS

Full Page with 0.25" Bleed

8.844 x 11.4375

Trim Size (Printed)

8.344 x 10.9375

1/2 pg. horizontal

7.375 x 4.875

1/2 pg. vertical

3.625 x 10.125

1/2 pg. island

4.875 x 7.375

1/3 pg. square horizontal

4.875 x 4.875

1/3 pg. vertical

2.375 x 10.125

1/4 pg. horizontal

7.375 x 2.375

1/4 pg. vertical

3.625 x 4.875

1/8 pg.

3.625 x 2.375

1/6 pg. square horizontal

3.625 x 3.25

1/6 pg. vertical

2.375 x 4.875

Supported Applications:

Adobe Creative Suite (Up to 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, pdf or psd file.

Printing: Web Offset

Binding: Saddle-Stitched

Stock: 60/40 lb. Glossy Coated

Trim Size: 8.344 x 10.9375