



2012 ADVERTISING RATE CARD

This popular, award-winning magazine is published quarterly by Chorus America, the leadership development organization that serves choruses in North America. *The Voice* is distributed as a benefit of membership. Recipients include music directors, board members, chorus staff, composers, music businesses, arts organizations, and libraries.



2012 ADVERTISING RATES

Page Size	4X Rate Members	1X Rate Members	All Nonmembers
Full page	\$ 890	\$1,045	\$1,335
2/3 vertical	\$ 625	\$ 780	\$ 990
1/2 horizontal	\$ 495	\$ 585	\$ 745
1/3 vertical	\$ 350	\$ 435	\$ 565
1/3 square	\$ 350	\$ 435	\$ 565
1/6 vertical	\$ 240	\$ 260	\$ 335
1/9 vertical	\$ 130	\$ 150	(N/A)
Covers 2, 3, 4 4-color included	\$1,350	\$1,580	\$1,815
Center spread 4-color included	\$1,580	\$1,850	\$2,270

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

Pre-Pay Discounts: 5% discount (on space) for pre-payment of 4X contracts only; all insertions must be paid at one time, when the order is placed.

Member Rates: for Chorus, Business, and Affiliate members of Chorus America only; all others must pay the nonmember rate. (Individuals are not eligible for discounts on behalf of their organizations.)

4X Rates: for advertisers who commit in advance to place four ads throughout one year; all others must pay 1X rates.

CIRCULATION

The Voice is distributed as a benefit of membership to more than 4,000 North American choral leaders—conductors, music directors, composers, trustees, executive directors, operations managers, fundraising and marketing executives, professional and volunteer singers, as well as arts organizations, music businesses, and libraries.

continued ►



2012 ADVERTISING RATE CARD, *continued*

MECHANICAL REQUIREMENTS

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

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

Trim Size: 8¹/₂" 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.*

**94% OF READERS
RATE THE QUALITY
OF CONTENT IN
THE VOICE AS GOOD
OR EXCELLENT!**

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 quality of ad submitted.

Ads also accepted in MAC format: InDesign CS3, Illustrator CS3, and Photoshop CS3. PC files accepted in Illustrator with fonts converted to outlines. Other PC formats may require font substitution. **All placed images, fonts, and file specifications must be included.**

CONTRACT REGULATIONS

All advertising must be confirmed with an insertion order. A 5% discount (on space cost) is available for pre-paid 4X contracts only. All four insertions must be paid at one time when the order is placed. Payments must be made in U.S. currency (checks made payable to Chorus America) within 30 days of billing date. After 30 days, overdue accounts will incur a \$50 late penalty. Advertisers will receive one complimentary copy of the magazine and a tearsheet of their ad. No advertising agency discounts are offered. Advertisers are responsible for any debts incurred by their agencies in the advertisers' name. The publisher reserves the right to reject ads deemed unsuitable for publication.

SUBMISSION

Advertising artwork should be sent by email to:
janmarie@chorusamerica.org

Reservation forms should be faxed to:
202.331.7599, attention Jan-Marie Petersen
(Reservation forms are available at
www.chorusamerica.org/publications/advertise/advertise-voice)

SUBSCRIPTIONS

Published quarterly, *The Voice* is available to Chorus, Business, Affiliate, and Basic members of Chorus America. Basic membership is \$85; choruses pay varying amounts based on their annual operating budgets. Individual, chorus, business, and affiliate organization memberships are available by contacting the Director of Membership Services at 202.331.7577 x240. It is easy to join online at www.chorusamerica.org.

Publisher, Ann Meier Baker
Editor, Robin L. Perry
Associate Editor & Advertising Manager,
Jan-Marie Petersen
Art Direction, DLG Design, Inc.



For more information, contact: Jan-Marie Petersen, Advertising Manager
janmarie@chorusamerica.org | 202.331.7577 x250