

# MUSICROW

NASHVILLE'S MUSIC INDUSTRY PUBLICATION FOR OVER 28 YEARS

## NEWS & ANALYSIS FIRST

**MusicRow** is written for people who work in the music business. It began in 1981 and has been Nashville's Music Industry Publication for over 28 years.

A strategic mix of print and digital streams ensure that **MusicRow** readers constantly get the information they need in the fastest possible way. Subscribers receive a combination of digital information streams: daily **AfterNoon News** updates; Website content; @**MusicRow** morning reports on Wednesday and Friday; breaking news e-mails; plus six annual print issues including the *In Charge*, *Artist Roster* and *Publisher Special*.

Whether it be current news items, business analysis, timely interviews or discovering hot new talent first, industry experts have come to rely on the words written by our top-notch staff. **Nashville's Music Industry Publication** is known for its candid voice and accuracy.

## COMPREHENSIVE INDUSTRY DISTRIBUTION

*The Cost-Effective Way To Target Your Company's Message*

- **MusicRow** blankets the Nashville music industry including label executives, publishers, songwriters, musicians, studio owners, producers, engineers and more.
- **MusicRow** reaches key tastemakers at retail, radio and media.
- @**MusicRow**, **AfterNoon News** and **Programmer Playlist** reach over 1,200 country radio stations including chart reporters for **MusicRow CountryBreakout™**, **Billboard**, and **Mediabase/CA**.
- **CountryBreakout™ chart** gathers weekly radio research from 100 reporting secondary radio stations nationwide. Recognized by the CMA as part of its awards criteria. Published consistently for over 6 years.

A GRAND TOTAL OF OVER 14,000 READERS IN ALL 50 STATES PLUS CANADA, EUROPE & JAPAN

## 2010 EDITORIAL CALENDAR

Published 6 times a year; including comprehensive industry guides in April, August and October.



**FEBRUARY/MARCH . . . . . Country Radio Seminar**  
**CAMERA READY ART DEADLINE: 2/12**  
**PRINT DATE: 2/16 • STREET DATE: 2/23**  
 The premier gathering of country music's elite, including radio programmers, artists, managers, and record label executives. **CountryBreakout™ Awards**. Bonus distribution at the event.



**APRIL/MAY . . . . . In Charge**  
**CAMERA READY ART DEADLINE: 4/9**  
**PRINT DATE: 4/14 STREET DATE: 4/21**  
 This indispensable annual guide contains carefully updated bios, addresses, phone/e-mail and photos of over 400 top decision makers in Nashville's entertainment industry.



**JUNE/JULY . . . . . Music Row Awards**  
**CAMERA READY ART DEADLINE: 6/11**  
**PRINT DATE: 6/16 • STREET DATE: 6/23**  
 Honors Musicians, Song of the Year, Producer of the Year, Breakthrough Songwriter, and more.



**AUGUST/SEPTEMBER . . Artist Roster/Studio Report**  
**CAMERA READY ART DEADLINE: 8/13**  
**PRINT DATE: 8/18 • STREET DATE: 8/25**  
 Country label rosters, plus address/phone/fax/e-mail contacts for their managers, publicists, labels and booking agencies.



**OCTOBER/NOVEMBER . . . . . Publisher's Special**  
**CAMERA READY ART DEADLINE: 10/8**  
**PRINT DATE: 10/13 • STREET DATE: 10/20**  
 Dedicated to Nashville's creative community, this issue offers a **Publisher Directory** and a look at the latest business trends in **Songwriter Central**.



**DEC. 10/JAN. 11 . . . . . Awards Week/Rewind 2010**  
**CAMERA READY ART DEADLINE: 12/3**  
**PRINT DATE: 12/8 • STREET DATE: 12/15**  
 Coverage of Nashville's publisher, songwriter, artist and industry winners, including those honored at the CMA Awards. Plus a recap of the big stories of the past year.

# A D V E R T I S I N G RATE CARD 2010



# MUSICROW

NASHVILLE'S MUSIC INDUSTRY PUBLICATION FOR OVER 28 YEARS

1231 17th Avenue South  
 Nashville, TN 37212  
 P.O.B. 158542 Nashville, TN 37215  
**615-321-3617**

E-mail: [sales@musicrow.com](mailto:sales@musicrow.com)  
 Subscribe Online: [www.musicrow.com](http://www.musicrow.com)

## MECHANICAL REQUIREMENTS

**MusicRow** is printed on glossy white enamel stock. Ads can be delivered via CD or e-mail. Suitable formats include: hi-res press quality PDF (fonts embedded), hi-res Photoshop tiff (flattened), Mac Quark file w/supporting graphic/font files, or Illustrator EPS (fonts outlined). Please include a print proof.

**Full Page Trim Size:** 8.5" w x 11" h

**Full Page Live Area:** 8" w x 10.5" h

**Full Page Full Bleed:** 8.75" w x 11.25" h

**Two-Thirds Page:** Vertical—4.875" w x 9.5" h

Horiz—7.5" w x 6.625" h

**Half Page:** Horiz—7.5" w x 4.875" h

**One-Third Page:** Vertical—2.375" w x 9.5" h

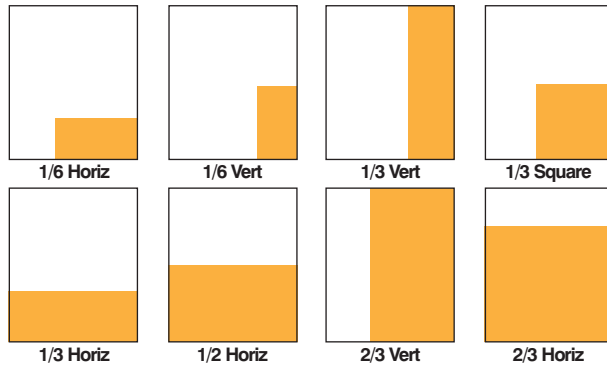
Horiz—7.5" w x 3.312" h

Square—4.875" w x 4.875" h

**Sixth Page:** Vertical—2.375" w x 4.875" h

Horiz—4.875" w x 2.5" h

**Twelfth Page:** 2.375" w x 2.5" h



**PLACEMENT:** All advertising appears "run of the book." For special placement, add 10%. Acceptance of copy subject to publisher's approval. Publisher reserves the right to mark as 'advertisement' any ad copy simulating editorial content.

**PAYMENT:** All accounts paid with order. 1.5% monthly finance charge after 30 days

## ART & DESIGN SERVICES

Music Row will prepare ads from your copy, photos and/or logo.

**Print ads** .....\$25-\$125

**Website banners** .....\$29

## PRINT AD RATES & DISCOUNTS

Size Of Ad	Single Insertion	5 Or More Insertions
<b>Back Cover</b> (4 color) .....	\$1,499	\$1,365
<b>Inside Front Cover</b> (4 color) .....	\$1,399	\$1,275
<b>Page 3</b> (4 color) .....	\$1,399	\$1,275
<b>Page 3</b> (b&w) .....	\$850	\$770
<b>Inside Back Cover</b> (4 color) .....	\$1,360	\$1,225
<b>Inside Back Cover</b> (b&w) .....	\$895	\$780

<b>Two Page Centerfold</b> (4 color) .....	\$2,790	\$2,510
<b>Two Page Centerfold</b> (b&w) .....	\$1,590	\$1,430
<b>Page</b> (4 color) .....	\$1,295	\$1,175
<b>Page</b> (b&w) .....	\$795	\$725
<b>Two-thirds Page</b> (4 color) .....	\$925	\$825
<b>Two-thirds Page</b> (b&w) .....	\$649	\$595

<b>Half Page</b> (4 color) .....	\$780	\$699
<b>Half Page</b> (b&w) .....	\$499	\$450
<b>One-Third Page</b> (4 color) .....	\$629	\$559
<b>One-Third Page</b> (b&w) .....	\$399	\$359
<b>Sixth Page</b> (4 color) .....	\$450	\$418
<b>Sixth Page</b> (b&w) .....	\$230	\$205
<b>Twelfth Page</b> (4 color) .....	\$250	\$232
<b>Twelfth Page</b> (b&w) .....	\$125	\$110

\*2ND COLOR: \$99.

## PROGRAMMER PLAYLIST

### Programmer PLAYlist Jukebox .....

- Essential Radio Programming Tool
- Click-to-listen banner appears on **@MusicRow** Friday e-mail for **4 weeks**
- Reaches *Billboard*, *MediaBase/CA* and *MusicRow* radio reporters plus hundreds of secondary radio stations (over 1,200 stations)
- Website **Artist Card** with photo, marketing copy and music link



## MULTI-MEDIA ADVERTISING



**@MusicRow** is the PDF newsletter delivered to all *MusicRow* subscribers and over 1,200 country radio stations every Wednesday and Friday. Ads can be linked to music, video or web pages. Suitable formats include: Hi-res pressquality PDF (fonts embedded), hi-res Photoshop jpeg or tiff (flattened) or Illustrator EPS (fonts outlined).

<b>PDF Full Page Ad</b> —7.5" w x 9.85" h	
Week (2x) .....	\$600
Month (8x) .....	\$2,100
Quarter-13 weeks (26x) .....	\$5,900

<b>PDF Strip Ad</b> —7.5" w x 3.5" h	
Week (2x) .....	\$360
Quarter-13 weeks (26x) .....	\$3,100

<b>PDF Display Ad</b> —7.5" w x .75" h	
Week (2x) .....	\$199
Quarter-13 weeks (26x) .....	\$2,300

### **@MR "Download Your Report" Email**

Horizontal Banner—500 px w X 175 px h

Vertical Banner—160 px w X 550 px h

Quarter-13 weeks (26x) .....\$2,500



**AfterNoon News** is sent to readers 5x per week with headlines and links to the days top stories. Includes only two powerful, repetitive ad spots. It provides an opportunity to blanket the industry for a 13-week period. Banners can be linked to music, video or Web pages and updated as desired. Suitable formats include: jpeg or gif.

Horizontal Banner—500 px w X 175 px h

Vertical Banner—160 px w X 550 px h

Quarter-13 weeks.....\$6,000

**www.MusicRow.com** Suitable formats include jpeg or gif, max size 50k.

<b>Mini-Banner</b> —300 px w x 120 px h	
Shows on <i>MR</i> homepage	
Month .....	\$449
Quarter.....	\$1,175

<b>Post Banner</b> —600 px w x 150 px h	
Shows under every website article	
Month .....	\$400

<b>Homepage Video Exclusive</b> —plays artist music video	
Week.....	\$400

