

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 30 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; the @MusicRow PDF newsletter every Wednesday; Website content; the CountryBreakout™ Radio Report every 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 *CountryBreakout™ Radio Report* 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 7 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.



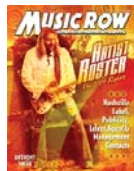
FEBRUARY/MARCH Country Radio Seminar
CAMERA READY ART DEADLINE: 2/12
PRINT DATE: 2/16 • STREET DATE: 2/23
 The premier gathering of country music's elite, including radio programmers, artists, managers, and record label executives. CountryBreakout™ Awards. Bonus distribution at the event.



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

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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

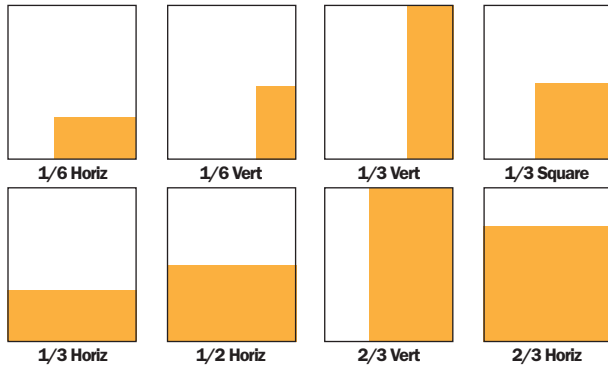
Horiz—7.5" w x 3.312" h

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\$30-\$125

Website banners\$29

PRINT AD RATES & DISCOUNTS

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

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

Half Page (4 color)	\$780	\$699
Half Page (b&w)	\$499	\$450
One-Third Page (4 color)	\$629	\$559
One-Third Page (b&w)	\$399	\$359
Sixth Page (4 color)	\$450	\$418
Sixth Page (b&w)	\$230	\$205
Twelfth Page (4 color)	\$250	\$232
Twelfth Page (b&w)	\$135	\$115

*2ND COLOR: \$99.

PROGRAMMER PLAYLIST

Programmer PLAYlist Jukebox\$499

- Essential Radio Programming Tool
- 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-CHANNEL ADVERTISING



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

PDF Full Page Ad—7.5" w x 9.85" h

Week (2x/wk).....\$649

13 Weeks (2x/wk)\$6,900

PDF Strip Ad—7.5" w x 3.5" h

2 Weeks (2x/wk, includes web Post banner).....\$895

13 Weeks (2x/wk, includes web Post banner)\$5,000

Email Direct

Ads can be linked to music, video or web pages and updated as desired. Suitable formats include jpeg or gif.

Afternoon News Email: Sent to readers 5x per week with headlines and links to the days top stories; includes only two powerful, repetitive ad spots blanketing the industry for 13-weeks.

Calendar Quarter-13 weeks (5X/wk, 65 runs).....\$6,000

Morning Report Email: Sent to readers 2x per week. Introduces the @MusicRow PDF newsletter on Wednesday and the Friday *CountryBreakout™* Radio Report. Includes only two powerful, repetitive ad spots.

Calendar Quarter-13 weeks (2X/wk, 26 runs).....\$2,750

Ad Specs:

Horiz—500 px w X 175 px h; **Vert**—160 px w X 550 px h

www.MusicRow.com Suitable formats include jpeg, gif or flash, max size 55k.

Tower—160 px w x 275 px h

Shows on MR homepage and all article pages

Month\$499

3-Month Discount\$1,325

Banner—300 px w x 120 px h

Shows on MR homepage and all article pages

Month\$449

3-Month Discount\$1,175

Post Banner—468 px w x 150 px h

Shows at the top of every article page

Month\$350

