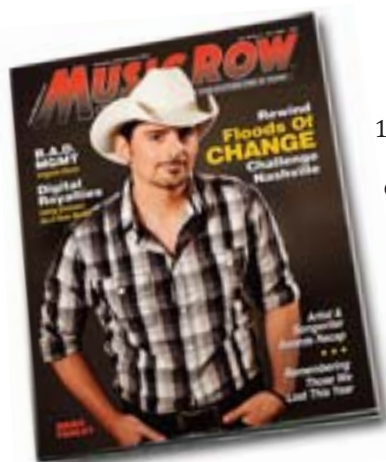


# MUSICROW

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

2 0 1 2



### 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 30 years.

A strategic mix of print and online distribution ensure that *MusicRow* readers constantly get the information they need in the fastest possible way. Subscribers receive a combination of digital information streams: twice-daily Headline News e-mail updates; website content; the CountryBreakout™ Radio Report; breaking news e-mails; plus six annual print issues including the indispensable *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.
- *Morning and Afternoon News* and *CountryBreakout™ Radio Report* reach over 2,500 readers including 1,200 country radio stations. Readers also include chart reporters for *MusicRow*, *CountryBreakout™*, *Billboard*, and *Mediabase/CA*.
- *CountryBreakout™ chart* gathers weekly radio research from over 100 reporting secondary radio stations nationwide. Recognized by the CMA as part of its awards criteria. Published consistently for over 9 years.

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Subscribe Online: [www.musicrow.com](http://www.musicrow.com)

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## 2012 PRINT EDITORIAL CALENDAR

### FEBRUARY/MARCH—Country Radio Seminar

CAMERA READY ART DEADLINE: 2/10  
PRINT DATE: 2/14 • STREET DATE: 2/21

The premier gathering of country music's elite, including radio programmers, artists, managers, and record label executives. CountryBreakout™ Awards. Bonus distribution at CRS.

### APRIL/MAY—In Charge

CAMERA READY ART DEADLINE: 4/13  
PRINT DATE: 4/17 STREET DATE: 4/24

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—MusicRow Awards

CAMERA READY ART DEADLINE: 6/1  
PRINT DATE: 6/5 • STREET DATE: 6/12

Honors Musicians, Song of the Year, Producer of the Year, Breakthrough Songwriter and more.

### AUGUST/SEPTEMBER—Artist Roster

CAMERA READY ART DEADLINE: 8/3  
PRINT DATE: 8/7 • STREET DATE: 8/14

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: 10/5  
PRINT DATE: 10/9 • STREET DATE: 10/16

Dedicated to Nashville's creative community, this issue offers a Publisher Directory and a look at the latest business trends in Songwriter Central.

### DEC. 12/JAN. 13—Awards Week/Rewind 2012

CAMERA READY ART DEADLINE: 11/30  
PRINT DATE: 12/4 • STREET DATE: 12/11

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.



## PRINT AD RATES & DISCOUNTS

Size Of Ad	Single Insertion	5 Or More Insertions
Back Cover (4/c)	\$1,499	\$1,365
Inside Front Cover (4/c)	\$1,399	\$1,275
Page 3 (4/c)	\$1,399	\$1,275
Page 5, 7 (4/c)	\$1,399	\$1,275
Inside Back Cover (4/c)	\$1,399	\$1,225
Two Page Centerfold (4/c)	\$2,790	\$2,510

Size Of Ad	Single Insertion	5 Or More Insertions
Page (4/c)	\$1,295	\$1,175
Two-thirds Page (4/c)	\$925	\$825
Half Page (4/c)	\$780	\$699
One-Third Page (4/c)	\$629	\$559
Sixth Page (4/c)	\$450	\$418
Twelfth Page (4/c)	\$250	\$232

# PRINT MECHANICAL REQUIREMENTS

**MusicRow** is produced digitally using Macintosh operating systems and printed on bright white paper. Ads can be delivered digitally via e-mail or file transfer to [art@musicrow.com](mailto:art@musicrow.com).

## Compatible software:

- InDesign
- Quark Xpress
- Photoshop
- Illustrator (*please convert all fonts to outline*)
- Acrobat

We CANNOT accept PageMaker or Publisher files. If you are creating an ad using software that is not on this list, it must be saved as an eps, tiff or pdf.

## Acceptable AD formats:

- PDF (*all fonts embedded and photo resolution 300 dpi*)
  - Packaged InDesign document
  - TIFF (CMYK, 300 dpi)
  - EPS (*all fonts must be converted to outlines*)
- Resolution for color and grayscale images must be 300 dpi. (*300 dpi must be the original resolution. Taking a 72 dpi image and upping its resolution will make the image pixelated and blurry.*)
- Please save all color art as CMYK (not RGB or PMS) and all non-color art as grayscale or black.
- *MusicRow* uses a 133 line screen for halftones. Allow for a 15% dot gain.

## Placement:

All advertising appears “run of the book.” Acceptance of copy subject to publisher’s approval. *MusicRow* reserves the right to mark as ‘advertisement’ any ad copy simulating editorial content.

## Payment:

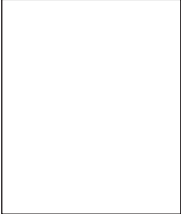


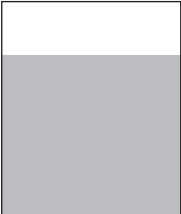
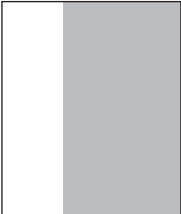

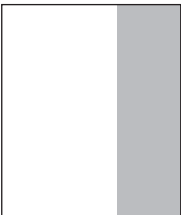


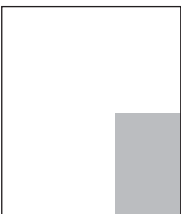
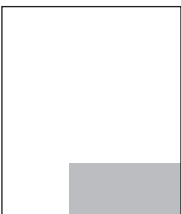

All accounts paid with order. 1.5% monthly finance charge after 30 days.

## ART & DESIGN SERVICES

*MusicRow* will prepare ads from your copy, photos and/or logo.

Print ads.....\$50-\$150

Website banners.....\$50

FULL PAGE	CENTERFOLD/2 PAGE SPREAD	
		
<b>Trim:</b> 8.5 w x 11 h	<b>Trim:</b> 17 w x 11 h	
<b>Bleed:</b> 8.75 w x 11.25 h	<b>Bleed:</b> 17.25 w x 11.25 h	
<b>Live Area:</b> 8 w x 10.5 h	<b>Live Area:</b> 16 w x 10.5 h	
2/3 PAGE VERT	2/3 PAGE HORZ	1/2 PAGE
		
7.5 w x 6.625 h	4.875 w x 9.5 h	7.5 w x 4.875 h
1/3 PAGE VERT	1/3 PAGE HORZ	1/3 PAGE SQ
		
2.375 w x 9.5 h	7.5 w x 3.312 h	4.875 w x 4.875 h
1/6 PAGE VERT	1/6 PAGE HORZ	1/12 PAGE
		
2.375 w x 4.875 h	4.875 w x 2.5 h	2.375 w x 2.5 h

# DIGITAL ADVERTISING

## Website

- **The Billboard**—Perched atop musicrow.com, this position commands the attention of all arrivals. Also shows on all article pages (*No more than three ads rotate in this spot.*)  
7 days (Mon.-Sun.).....\$470
- **Side Banner**—Shows on MR homepage and all article pages (*No more than two ads rotate in each spot.*)  
30 days .....\$470  
90 days Discount .....\$1,250
- **Spotlight (Video or Banner)**—Shows on MR homepage just under featured content, also shows on all article pages (*No more than three ads rotate in this spot.*)  
7 days.....\$470

Suitable formats include jpeg or gif (72 dpi)

<b>Billboard</b> (max 120k)	<b>960 px w x 250 px h</b>
<b>Side Banner</b> (max 55k)	<b>300 px w x 120 px h</b>
<b>Spotlight Video</b>	approx. <b>450 px w x 250 px h</b>
<b>Spotlight Banner</b>	<b>575 px w x 250 px h</b>



## Daily Emails

- **Morning News**—Sent to readers and radio reporters every morning (Mon.-Fri.) with headlines and links to the day's top stories.  
Month .....\$2,100  
Calendar Quarter.....\$6,000
- **Afternoon News**—Sent to readers and radio reporters every afternoon (Mon.-Fri.) with headlines and links to the day's top stories.  
Calendar Quarter.....\$6,000

Ads can be linked to music, video or web pages and updated as desired. Four spots available:

Horizontal 1	Vertical 1
Horizontal 2	Vertical 2

Recommended format is jpeg (72 dpi)

<b>Horizontal Banner</b>	<b>500 px w x 175 px h</b>
<b>Vertical Banner</b>	<b>160 px w x 550 px h</b>



# RADIO PROMOTION

## Programmer Playlist

- Essential Radio Programming Tool
- Reaches *MusicRow*, *Billboard* and *MediaBase/CA* radio reporters plus hundreds of secondary radio stations (over 1,200 stations)
- Ad on *CountryBreakout™* Chart delivered to all *MusicRow* subscribers on Fridays, ad includes a “Click To Listen” link to an Artist media page on musicrow.com featuring music, photo and marketing copy
- High visibility ad on Friday’s Morning Headline News Email with “Click To Listen” link

4 weeks .....\$499

Suitable formats include PDF or jpeg (300 dpi)

Programmer Playlist 5.25” w x 1.25” h



## CountryBreakout™ Chart

Radio Singles Chart delivered to all *MusicRow* subscribers and over 1,200 country radio stations every Friday and available for download at musicrow.com. Ads can be linked to music, video or web pages.

Full page 1 week .....\$450

Strip 1 week .....\$295

Suitable formats include PDF or jpeg (300 dpi)

Full page 7.5” w x 9.85” h

Strip 7.5” w x 3.5” h



## CountryBreakout™ Chart Tracking

Subscription to full chart access essential for successful record promoters

- Individual station playlist
- Song histories
- Custom song tracking

Month .....\$299

Annual .....\$2,990

