



MEDIA KIT

FOR OVER 30 YEARS EARLY MUSIC AMERICA (EMA) HAS EXISTED TO SERVE AND STRENGTHEN THE EARLY MUSIC COMMUNITY.

EMA envisions a world where early music flourishes as an integral part of musical culture, reaches a large and diverse audience, and where people understand what early music is and are engaged with it throughout their lives. We understand the importance of early music professionals receiving fair pay, organizations having sufficient resources, and philanthropists seeing the early music world as a good place to invest. We believe that early music provides a valuable way to understand history and human culture, that historically-informed performances provide important musical insights, and that early music fosters creativity.

WHY EMA?

As North America's premiere organization for supporting, promoting, and publicizing early music, EMA offers a multichannel marketing platform to help increase your brand awareness through a variety of targeted advertising methods to reach a wide-range of constituents and subscribers.



PRINT

EMAG, The Magazine of Early Music America

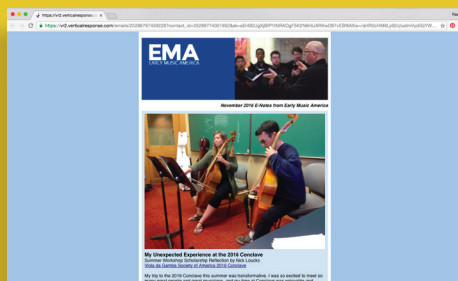
Published three times per year and reaching over 3,000 subscribers, EMAG is one of the most comprehensive resources for early music. It is available both as a high-quality, beautifully designed print publication as well as an online publication. EMAG is read by professional and amateur musicians, students, university faculty, ensemble directors, instrument makers, media personnel, early music patrons, and many more. Your ad appears in both the print and digital versions of EMAG, allowing you and your business or organization to reach a vast audience of early music professionals and enthusiasts.

DIGITAL



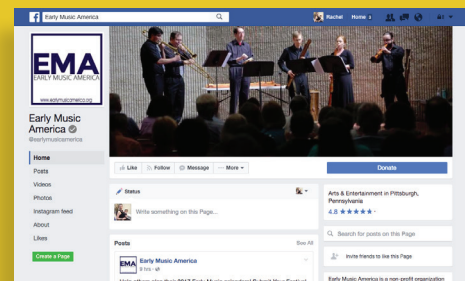
Website

EMA's website offers a flexible and interactive way to market your concert series, festival, workshop, CD release, events and more to the early music community. Each ad runs for one month from the date you select.



E-Notes

EMA's electronic newsletter is published monthly and contains important timely news and information specifically targeted for the early music industry. Reaching over 6,000 people with an open rate of 40% (double the industry standard of 20%), E-Notes is a great way to reach an engaged audience who can visit your web site with one simple click.



Social Media

EMA integrates entertaining, relevant, and compelling content to bring awareness to the field of early music. Share your story and increase your digital presence through EMA's Facebook, Twitter, and Instagram accounts.

STATISTICS TO SHARE:

PRINT

3,000+

magazine subscribers

WEBSITE

14,000+

average monthly pageviews

5,000+

average monthly users

FACEBOOK

8,200+

likes

TWITTER

3,600+

followers

E-NOTES

6,000+

subscribers

INSTAGRAM

2,000+

followers

TOTAL ANNUAL REACH: 250,000+

CUSTOMIZED PACKAGES

Whether you are interested in print or digital advertising, EMA can create customized packages to fit your needs. Packages include advertising via all of our media outlets: EMAG, our website, our monthly e-newsletter, E-Notes, and our *social media platforms, which include Facebook, Instagram, and Twitter. Receive a 10% discount on each advertising package- anytime, every time!

*Social media packages are only available as part of our custom advertising packages

EMAG, THE MAGAZINE OF EARLY MUSIC AMERICA

ADVERTISING RATES (PRICE PER ISSUE)

SIZE	1X NON-MEMBER	1X EMA MEMBER
Full-Page	\$1040	\$875
2/3-Page	\$735	\$612
1/2-Page	\$575	\$500
1/3-Page	\$445	\$405
1/4-Page	\$345	\$300
1/6-Page	\$255	\$225
Marketplace	\$90	\$90

COVERS (COLOR ONLY)

PLACEMENT	TYPE	1X NON-MEMBER	1X EMA MEMBER
Back Cover	Color	\$1765	\$1588.50
Inside Front / Inside Back	Color	\$1470	\$1323

AD SIZES

Advertisers are responsible for providing ads sizes to the correct specifications. Any adjustments may incur a fee. All measurements are displayed in inches. Subject to change.

SIZE	WIDTH	HEIGHT
Full page (non bleed)	7.25"	10"
2/3 Page vertical	4.78"	10"
2/3 Page horizontal	7.25"	6.61"
1/2 Page horizontal	7.25"	4.92"
1/2 Page vertical	3.542"	10"
1/3 Page vertical	2.3056"	10"
1/3 Page horizontal	7.25"	3.22"
1/4 Page vertical	3.542"	4.92"
1/4 Page horizontal	7.25"	2.375"
1/6 Page vertical	2.31"	4.92"
Marketplace	1.53"	2.31"

MAGAZINE MECHANICAL REQUIREMENTS

Magazine Trim Size:

8" x 10.75"

For full page bleeds:

8" x 10.75" with a bleed of .125.

Live area (safe zone) is 7.25" x 10"

For full page non bleeds:

7.25" x 10"

For 2/3 page bleed (3 sided):

Live area should be 4.75" wide x 10.5" high plus .25" bleed on 3 sides (for a total of 5.125" wide x 11" high)

Live matter:

Keep a minimum of 1/4 inch from trim sides

All copy subject to publisher's approval.

Binding:

Saddle stitch

Printing:

Web offset, coated stock

Preferred formats:

High resolution PDF/X-1a files with all fonts and images embedded. JPEGs and TIFF files also accepted. We will not accept Microsoft Word files.

Preparation:

Four color ad must be CMYK. Art must be at least 300 dpi for best print quality. Black & white ads must be grayscale.

Files identified as containing RGB or spot colors as well as low resolution images will be returned to the advertiser for adjustment. Advertiser is responsible for resolution quality of ad submitted. Late art submissions as well as adjustments subject to an additional \$60/hr charge. Ads that are not sized exactly may have their proportions changed slightly to fit magazine format. Ads that do not conform to other requirements may be returned to the advertiser for correction.

Ad design fee:

If you would like to have us design or update your digital or print ad, please contact the Assistant Director at ads@earlymusicamerica.org for more details and rates.

PUBLISHING SCHEDULE

SEPTEMBER ISSUE:

Published early September

Ad space close: June 12

Artwork Due: July 7

JANUARY ISSUE:

Published early January

Ad space close: October 12

Artwork Due: November 4

MAY ISSUE:

Published early May

Ad space close: February 12

Artwork Due: March 3

WEBSITE

LOCATION	SIZE	ACCEPTED FILE TYPES	PRICE
Homepage Banner	750 x 150px	gif, png, jpg	\$350/mo
Homepage Carousel Banner	750 x 150px	gif, png, jpg	\$525/mo
Homepage Tile	500 x 500px	gif, png, jpg	\$350/mo
Homepage Carousel Tile	500 x 500px	gif, png, jpg	\$525/mo

E-NOTES

LOCATION	SIZE	ACCEPTED FILE TYPES	ISSUE RATE
Header Banner	750 x 150px	gif, png, jpg	\$450
Mid-Page Banner	750 x 150px	gif, png, jpg	\$400
Mid-Page Tile	500 x 500px	gif, png, jpg	\$325

AD PAYMENT:

Payment is due within 30 days of the invoice date. We accept U.S. bank checks or credit cards (Visa, Mastercard, AMEX) only. We do not accept payment via International bank wire transfer.