

# MUSIC CONNECTION



# PRINT ADVERTISING RATES 2022

**Informing musicians and music people since 1977**

**MUSIC CONNECTION** is a national monthly music publication commonly referred to as “the musician’s bible.” Its broad appeal makes loyal readers out of songwriters, producers, studio owners, agents, attorneys, publicists, label executives and, of course, professional and aspiring musicians. They all turn to *MC* for articles and resources for everything from writing songs and getting signed, to the latest technology for music distribution and recording, as well as interviews with superstar artists and industry leaders. Each issue contains an updated directory of contact information for career necessities like A&R reps, recording studios, producers, film/TV music supervisors, and publishers, so our 85,000 readers keep every issue as a reference guide all year. We are distributed by paid subscription, and through a network of newsstands, bookstores, 7-Elevens, and independent musical instrument stores nationwide. We also include complimentary magazines in thousands of event gift bags and publication bins at over 40 music conferences and trade shows, including SNAMM, AES, Americana, Folk Alliance, Taxi Road Rally, and many more.

## LARGER DISPLAY ADS

4-Color	1x (1 Issue)	DISCOUNT			
		5% DISCOUNT	10% DISCOUNT	15% DISCOUNT	
		<b>3x (3 Issues)</b>	<b>6x (6 Issues)</b>	<b>12x (12 Issues)</b>	
Full Page	2700.00	2565.00	2430.00	2295.00	
1/2 Page	1625.00	1543.75	1462.50	1381.25	
1/3 Page	1295.00	1230.25	1165.50	1100.75	
1/4 Page	995.00	945.25	895.50	845.75	
1/6 Page	775.00	736.25	697.50	658.75	
1/8 Page	525.00	498.75	472.50	446.25	

Black & White	1x (1 Issue)	DISCOUNT			
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		<b>3x (3 Issues)</b>	<b>6x (6 Issues)</b>	<b>12x (12 Issues)</b>	
Full Page	1980.00	1881.00	1782.00	1683.00	
1/2 Page	1095.00	1040.25	985.50	930.75	
1/3 Page	775.00	736.25	697.50	658.75	
1/4 Page	595.00	565.25	535.50	505.75	
1/6 Page	425.00	403.75	382.50	361.25	
1/8 Page	315.00	332.50	315.50	297.50	

**Premium Positioning** | Inside Front Cover **Add 15%** Inside Back Cover **Add 10%**  
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## SINGLE COLUMN ADS

**Inches**

**1x (1 Issue)**

1.5	112.50
2	150.00
3	225.00
4	300.00

**5% DISCOUNT**

**3x (3 Issues)**

106.88
142.50
213.75
285.00

**10% DISCOUNT**

**6x (6 Issues)**

101.25
135.00
202.50
270.00

**15% DISCOUNT**

**12x (12 Issues)**

95.63
127.50
191.25
255.00

## DOUBLE COLUMN ADS

**Inches**

**1x (1 Issue)**

1	150.00
1.5	225.00
2	300.00

**5% DISCOUNT**

**3x (3 Issues)**

142.50
213.75
285.00

**10% DISCOUNT**

**6x (6 Issues)**

135.00
202.50
270.00

**15% DISCOUNT**

**12x (12 Issues)**

127.50
191.25
255.00

## SMALLER DISPLAY ADS

4-Color **100.00** per column inch Black & White **75.00** per column inch



## SPECIFICATIONS

Full Page with 0.25" Bleed

**8.844 x 11.4375**

Trim Size (Printed)

**8.344 x 10.9375**

1/2 pg. horizontal

**7.375 x 4.875**

1/2 pg. vertical

**3.625 x 10.125**

1/2 pg. island

**4.875 x 7.375**

1/3 pg. square horizontal

**4.875 x 4.875**

1/3 pg. vertical

**2.375 x 10.125**

1/4 pg. horizontal

**7.375 x 2.375**

1/4 pg. vertical

**3.625 x 4.875**

1/8 pg.

**3.625 x 2.375**

1/6 pg. square horizontal

**3.625 x 3.25**

1/6 pg. vertical

**2.375 x 4.875**

**Supported Applications:**

Adobe Creative Suite (Up to CS5)

**PLEASE NOTE:**

All Photoshop files must be built at 300dpi, saved in CMYK format, with all layers, including text and images flattened, and saved as either a hi-res tif, jpg, eps, pdf or psd file.

**Printing:** Web Offset

**Binding:** Saddle-Stitched

**Stock:** 60/40 lb. Glossy Coated

**Trim Size:** 8.344 x 10.9375