

www.local802afm.org

Allegro

LOCAL **802** AFM

Published monthly

ASSOCIATED MUSICIANS OF GREATER NEW YORK

ADVERTISING KIT



Suzanne Vega is a member of our musicians' union.

Our readers rock.

When you advertise in Allegro, you reach thousands of professional musicians every month, including the New York Philharmonic, the Met, all of Lincoln Center, the world's most famous jazz musicians, star recording musicians, wedding musicians and all of Broadway.

Our members live in New York City, Long Island, Westchester and Rockland counties, New Jersey, Connecticut and all over. They perform, compose, teach, orchestrate and arrange music.

Allegro is mailed free to every member of the New York City musicians' union and is also distributed for free in all of the major music schools (like Juilliard) and music stores (like Sam Ash). Our circulation is 11,000.

If you are trying to speak to the top musicians in the world with the most efficient use of your advertising dollars, we're ready for you.

Allegro print advertising rates

Full page

9.25 inches wide by 9.4 inches tall (ALSO: full bleed available)
Price: \$1,434*

Half page

HORIZONTAL: 9.25 inches wide by 4.6 inches tall
VERTICAL: 4.5 inches wide by 9.5 inches high
Price: \$788*

Quarter page

SQUARE: 4.5 inches wide by 4.6 inches high
HORIZONTAL: 9.25 inches wide by 2.1 inches tall
VERTICAL: 2.2 inches wide by 9.3 inches tall
Price: \$411*

Sixth page

HORIZONTAL: 6.9 inches wide by 2.1 inches tall
VERTICAL: 2.2 inches wide by 7 inches tall
Price: \$248*

Eighth page

HORIZONTAL: 4.5 inches wide by 2.1 inches tall
VERTICAL: 2.2 inches wide by 4.6 inches tall
Price: \$203*

Small ad

2.2 inches wide by 2.1 inches tall
Price: \$100

Classified

Price: \$34

**Prices quoted are for a one-time ad. Deep discounts available if client commits to purchasing multiple ads. Members of Local 802 receive a 10 percent discount on all ads (except classifieds).*

We offer deep discounts if you run multiple ads. We also offer advertising in our **electronic newsletter**, which is e-mailed directly to our members. For more information on all advertising, contact Allegro editor Mikael Elsila for more information: **Allegro@Local802afm.org** or (646) 765-9663.

Other info

Mechanical requirements

You may submit your ad as a PSD, TIFF, JPG or PDF, or as hard copy to scan. We are a full-color glossy magazine that prints on 40-pound coated paper with a brightness of 78. Please use CMYK colors; if you submit RGB, we will convert for you. All images should be high resolution (300 dpi or greater).

Sample issues

E-mail Allegro editor Mikael Elsila at Allegro@Local802afm.org for a sample issue as PDF or hard copy.

Production schedule and deadlines

Allegro hits the street on the first Thursday of every month. The advertising deadline is the 7th of every month.

To buy an ad

E-mail Allegro editor Mikael Elsila at Allegro@Local802afm.org or call (646) 765-9663 today!