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Allegro

LOCAL **802** AFM

Posted monthly

ASSOCIATED MUSICIANS OF GREATER NEW YORK

ADVERTISING KIT



Our readers rock.

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

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 e-mailed to all of our members and is posted on our website and social media sites. Our official circulation is 7,000 but our readership is much larger due to the boomerang effect of social media.

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.

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Allegro advertising rates

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You may provide a URL for readers to click through.
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HORIZONTAL: 9.25 inches wide by 4.6 inches tall OR 925 pixels wide by 460 pixels tall.
VERTICAL: 4.5 inches wide by 9.5 inches tall or 450 pixels wide by 950 pixels tall
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Quarter of a PDF page

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Sixth of a PDF page

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VERTICAL: 2.2 inches wide by 7 inches tall OR 220 pixels wide by 70 pixels tall
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Small ad

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- * first-time advertisers
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- * (NOTE: classified ads are never discounted)

Please inquire to see if any special rates are available at this time. Rates subject to change. For more information on all advertising, contact Allegro editor Mikael Elsila: Allegro@Local802afm.org or (646) 765-9663.

**Prices quoted above are for a one-time ad. Deep discounts available as per red box (see above). Members of Local 802 receive a 10 percent discount on all ad rates above (except classifieds). (You must ask for the discount.)*

- You may submit your ad in any graphic format.
- All images should be 100 dpi or larger.
- Your ad will appear as a digital ad in a PDF document.
- E-mail Allegro@Local802afm.org for a sample.
- You may provide a URL for readers to click through.
- When readers view your ad, the actual pixel size may vary depending on what device they're using.
- Allegro is posted on or around the first of the month at: www.Local802afm.org/allegro
- To buy an ad, e-mail Allegro editor Mikael Elsila at Allegro@Local802afm.org or call (646) 765-9663 today!