

## ADVERTISING KIT

The top musicians in NYC...and beyond!

Then 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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### Halt PDF page

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 Price: \$788\*

**Quarter of a PDF page** SQUARE: 4.5 inches wide by 4.6 inches tall OR 450 pixels wide by 460 pixels tall HORIZONTAL: 9.25 inches wide by 2.1 inches tall OR 925 pixels wide by 210 pixels tall VERTICAL: 2.2 inches wide by 9.3 inches tall OR 220 pixels wide by 930 pixesl tall Price: \$411\*

### Sixth of a PDF page

HORIZONTAL: 6.9 inches wide by 2.1 inches tall OR 690 pixels wide by 210 pixels tall VERTICAL: 2.2 inches wide by 7 inches tall OR 220 pixels wide by 70 pixels tall Price: \$248\*

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### Classified

50 words, text only, no images. Price: \$34

\*Prices quoted above are for a one-time ad. Discount available on some rates for a year-long campaign (inquire at Allegro@Local802afm.org). Members of Local 802 receive a 10 percent discount on all ad rates above except classifieds. (You must ask for the discount.) Long-term advertisers may be grandfathered into their old rates.

- 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! ALL ADS ARE SUBJECT TO APPROVAL BY THE OFFICERS OF LOCAL 802.