

# CS MUSIC ADVERTISING RATES

## CIRCULATION

**Subscribers:** 3,500 subscribers with a readership of 12,000

**Demographics:** 50% East Coast, 25% West Coast, 25% Midwest and Canada

**Digital Audience:** 55,000 members

## PRINT

### PER ISSUE

Size	1x	3x	6x
Full Page	\$1,645	\$1,480	\$1,315
Half Page	\$765	\$688	\$611
Quarter Page	\$391	\$352	\$314
Eight Page	\$215	\$198	\$182
Inserts	\$995	\$895	\$805

- Covers: Inside front: \$2,095, Inside back: \$1,890, Back: \$1,945
- Ad space is also available on renewal notices. Call for details.
- Design Fees: \$60 per hour (min. 1 hour)
- Insert artwork is the responsibility of the advertiser to get to the printer prior to the print deadline.
- Pre-Pay: Full payment for the ad or an authorized Purchase Order is required 40 days before publication. All sale are final. All major credit cards are accepted.

Space Size	Width	Height
Full page bleed	8.75"	11.25"
Full page non-bleed	8"	10"
Inserts	8"	10"
1/2 Horizontal	7.5"	5"
1/2 Vertical	3.67"	10"
1/4 Vertical	3.67"	5"
1/4 Horizontal	7.5"	2.5"
1/8 Horizontal	3.67"	2.5"
Covers bleed	8.75"	11.25"
Covers non-bleed	8"	10"

### FILE FORMATS

The preferred format is PDF. PDFs should be saved at 300 dpi resolution with fonts embedded for optimum quality. Ads are also accepted in TIFF, EPS, or JPEG formats in either grayscale or CMYK. Advertiser is responsible for the quality of files, which should be saved at 300 dpi.

## DIGITAL

### PER MONTH

Size	1x	2x	3x	4x
Block	\$300	\$285	\$260	\$245
Banner	\$450	\$425	\$400	\$375
Newsletter Banner	\$295/newsletter			
Sponsored Post	\$250			
Nightly Alert Email Ad	\$250/wk \$750/mo.			
Nightly Alert Email Featured Listing	\$75/wk			
Social Media Post	\$250			
Sponsored Email	\$1,750 per sponsored email			

- Design Fees: \$60 per hour (min. 1 hour). Changes to existing designs will be billed at the same rate.

Space Size	Width (pixels)	Height (pixels)
Block	250	250
Banner	728	90
Alert Email Ad	250	250
Newsletter Banner	250	250

Alert Email Featured Listing	Plain text Event Name, Location, Date, and link to website or listing.
Sponsored email	Plain text or html

### COLOR

Ad must be saved in RGB format. Grayscale ads must be saved as grayscale.

### FILE FORMATS

The preferred format is JPEG. JPEG should be saved at 72 dpi resolution. GIF and animated GIF formats are also accepted.

### DEADLINES

**Reservation Deadline:** 45 days before cover date (example: Jan. 15 is reservation deadline for the March issue).

**Artwork Deadline:** 35 days before cover date (example: Jan. 25 is artwork deadline for the March issue).

Advertisers are responsible for providing ads sized to the correct specifications. Incorrectly sized ads may be stretched or reduced to fit the reserved space.