

Advertising Rates 2012

PERCUSSIVE ARTS SOCIETY

A current PAS Sustaining Membership is required to place an advertisement.

PERCUSSIVE NOTES

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE
1-2 x RATE B&W PER INSERTION	\$1015	\$830	\$690	\$525	\$470	\$360
3-5 x RATE B&W PER INSERTION	\$910	\$715	\$610	\$470	\$410	\$315
6 x RATE B&W PER INSERTION	\$800	\$605	\$525	\$415	\$360	\$275
1-2 x RATE 4 COLOR PER INSERTION	\$1565	\$1295	\$1070	\$830	\$690	\$575
3-5 x RATE 4 COLOR PER INSERTION	\$1455	\$1185	\$990	\$775	\$635	\$535
6 x RATE 4 COLOR PER INSERTION	\$1340	\$1070	\$910	\$715	\$575	\$490

DEADLINES

ISSUE	SPACE	ART
January	November 10	November 25
March	January 10	January 25
May	March 10	March 25
July	May 10	May 25
September	July 10	July 25
November	September 10	September 25

COVER POSITIONS: Covers II & III: \$325 additional; Cover IV: \$375 additional. Call for availability.

OVERCOVER: Black & White One-Sided: \$1000. 4 color available. Call 317.974.4488 or e-mail advertising@pas.org for a price quote. Call for availability.

SPECIAL POSITIONING: 10% additional.

PERCUSSION NEWS

	FULL PAGE	2/3 PAGE	1/2 PAGE	1/3 PAGE	1/4 PAGE	1/6 PAGE
1-2 x RATE B&W PER INSERTION	\$515	\$410	\$350	\$300	\$250	\$165
3-5 x RATE B&W PER INSERTION	\$485	\$395	\$340	\$290	\$235	\$155
6 x RATE B&W PER INSERTION	\$455	\$380	\$325	\$275	\$220	\$140
1-2 x RATE 4 COLOR PER INSERTION	\$730	\$570	\$465	\$410	\$355	\$270
3-5 x RATE 4 COLOR PER INSERTION	\$700	\$555	\$450	\$395	\$340	\$255
6 x RATE 4 COLOR PER INSERTION	\$670	\$540	\$435	\$380	\$325	\$240

DEADLINES

ISSUE	SPACE	ART
February	December 10	December 25
April	February 10	February 25
June	April 10	April 25
August	June 10	June 25
October	August 10	August 25
December	October 10	October 25

COVER POSITIONS & SPECIAL POSITIONING: 10% additional. Call for availability.

CLASSIFIEDS: Standard Classified Ads: \$2 per word (excluding 1- and 2-letter words), \$10 minimum.

Boxed Classified Ads: start at \$25 (includes up to 10 words), additional words are \$2 each. Payment is required in advance (check, money order or credit card).

* **FULL PAGE EQUIVALENT ADS:** Any combination of ads in a single issue that equals a full page will be invoiced at the full page rate.

** **FREQUENCY DISCOUNT:** Commit to advertise in six consecutive issues of either *Percussion News* or *Percussive Notes* during the calendar year and receive the 6X rate. Commit to advertise in a minimum of three issues of either *Percussion News* or *Percussive Notes* during the calendar year and receive the 3-5X rate. *Percussive Notes* is published Jan., March, May, July, Sept. and Nov. *Percussion News* is published Feb., April, June, Aug., Oct. and Dec. 3-5X and 6X placement agreements must be signed and returned to the PAS office before December 4, 2011.

PERCUSSIVE NOTES & PERCUSSION NEWS AD SIZES

SIZES	WIDTH	HEIGHT
BLEED	8 3/4"	11 1/4"
FULL PAGE	7 5/16"	10 1/16"
2/3 VERTICAL	4 13/16"	10 1/16"
2/3 SQUARE	7 5/16"	6 1/2"
1/2 VERTICAL	3 9/16"	10 1/16"
1/2 SQUARE	4 13/16"	7 7/16"
1/2 HORIZONTAL	7 5/16"	4 15/16"
1/3 VERTICAL	2 5/16"	10 1/16"
1/3 SQUARE	4 13/16"	4 15/16"
1/3 HORIZONTAL	7 5/16"	3 1/4"
1/4 VERTICAL	3 9/16"	4 15/16"
1/4 HORIZONTAL	4 13/16"	3 9/16"
1/6 VERTICAL	2 5/16"	4 15/16"
1/6 HORIZONTAL	4 13/16"	2 7/16"

MATERIAL REQUIREMENTS

AD MATERIAL

Please supply ad in digital format on CD, or send by e-mail: advertising@pas.org.

Send your ad as a **high resolution** PDF or one of the following formats:

InDesign
PageMaker (7.0 or earlier)
QuarkXpress (6.0 or earlier)
FreeHand (7.0 or earlier)
Adobe Photoshop (7.0 or earlier)
Adobe Illustrator document

Please include all TIFF and/or EPS files, and all necessary Macintosh fonts if not sending a **high resolution** PDF.

MECHANICALS

Line screen: 133 lpi
Bleeds: Allow 1/8" additional material on each edge that bleeds.
Full Bleed: 8 3/4" x 11 1/4"
Trim size: 8.5" x 11"

PASIC 2012 PROGRAM ADVERTISING

Distributed to more than 6,000 PAS members, The Percussive Arts Society International Convention (PASIC) Program is printed in magazine format and distributed at the annual convention. It is also archived online at www.pas.org and used as a promotional tool. For rates and specs, call 317.974.4488, e-mail advertising@pas.org, or download the PASIC Exhibitor Packet.

INSERTS

Call 317.974.4488 or e-mail advertising@pas.org for a price quote.

CONTACT

110 W. Washington Street
Suite A
Indianapolis, IN 46204



317.974.4488



317.974.4499



www.pas.org



advertising@pas.org

TERMS AND CONDITIONS: A finance charge of 1.5% per month will be charged for any overdue account. Any advertiser having an unpaid balance 60 days or more will be required to pay the unpaid balance before any new or additional ad(s) may be placed in any PAS publication. PAS reserves the right to review each advertiser's account on an individual basis. All accounts must be paid in U.S. dollars. 6X Frequency rates are based on ads inserted in six consecutive issues of a single publication during a calendar year. 3-5X Frequency rates are based on ads inserted in a minimum of three issues of a single publication during a calendar year. PAS reserves the right to approve all advertising material, with the right to reject any advertisement. PAS will identify and reject any advertisement that may be mistaken for editorial matter. PAS reserves the right to cancel an advertisement even if receipt has been acknowledged.

Email Advertising Rates 2012



Description	QTY Sent <i>approximate</i>	Issues per Year
PAS Member Newsletter A highly targeted email communication sent to all active PAS members that contains PAS news, announcements, deadlines, member profiles, member benefits, publication previews and more.	20,000	12
PAS Newsletter Email newsletter sent to non-members interested in everything percussion. Audience includes past and future PAS members. Content includes PAS updates, general percussion education resources, PAS publications, PAS Chapter information, Day of Percussion notices, and more.		
PASIC Newsletter A monthly communication sent to all PAS members and non-members interested in staying up-to-date with everything related to PASIC. Content includes event information, artist announcements, International Drum and Percussion Expo, Marching Percussion Festival, Drum Circle Facilitation Workshop, and more.	20,000	12
Total Impressions per Month <i>Banner ads will be sent in two email publications per month hitting approx. 20,000 unique individuals twice for a total of 40,000 impressions.</i>	40,000	

PAS Sustaining Members Save 25%

Type of ad	Size in pixels (w x h)	Price per issue
Half Banner	234x60	\$325
Square Banner	250x250	\$275
Skyscraper	120x600	\$235
Vertical Banner	120x240	\$200
Button	120x90	\$150

IMAGE AND FILE REQUIREMENTS:

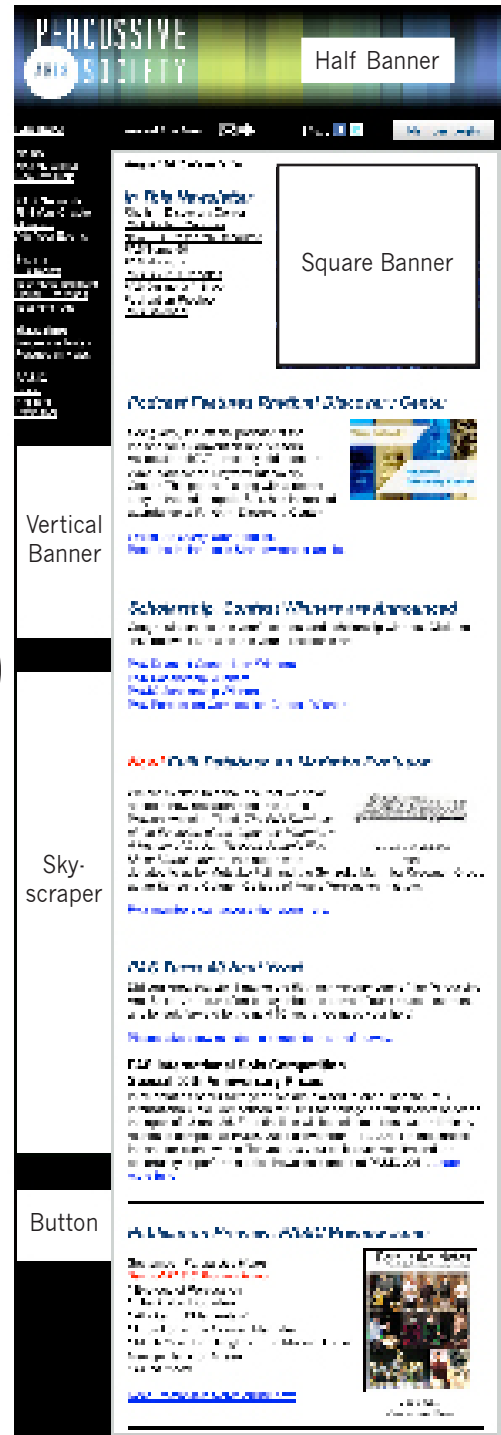
File Types Accepted: Banner ad images must be sent as .JPG or .GIF

File Size: Image must be less than 90KB in size

File Name: Image can NOT include spaces in the filename. Please use the following naming convention:

yourcompany_typeofad.jpg (.gif)
 e.g.: CompanyZ_verticalbanner.jpg

Ads must be received by the 1st day of the month of publication



CONTACT



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advertising@pas.org

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