

# Email Advertising Rates 2012



Description	QTY Sent <i>approximate</i>	Issues per Year
<b>PAS Member Newsletter</b> 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.		
<b>PAS Newsletter</b> 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.	20,000	12
<b>PASIC Newsletter</b> 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
<b>Total Impressions per Month</b> <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	200x200	\$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

The screenshot shows the website layout with various ad placements. At the top, there are two 'Half Banner' slots. Below them are two 'Square Banner' slots. On the right side, there is a 'Skyscraper' ad slot. At the bottom, there are 'Vertical Banner' and 'Button' ad slots. The website content includes a navigation menu, a 'NEWS FROM THE PAS OFFICE' section with a photo of a group of people, and a 'FROM THE ARCHIVES' section with a photo of a marimba.

**Day of Percussion Highlights**  
 The chapters of the Percussive Arts Society present Day of Percussion events every year. The Day of Percussion events is a great way for the local and regional percussion community to gather together to learn from each other, perform and hear others perform. This Spring, PAS saw many chapters present their Day of Percussion events around the world to record numbers. Highlights at these events included great artist clinics at the West Texas DoP, university ensemble performances during the Indiana DoP, live-streaming over the internet of the entire North Carolina DoP, great industry sponsors, and many awesome clinics and master classes around the world. [Please contact your PAS chapter president to learn more about your chapter's Day of Percussion and to become active within your chapter's activities.](#)

**Ray Luzier Stops By the Office**  
 Drummer Ray Luzier recently stopped by the PAS Offices and [Rhythm! Discovery Center](#) while on tour with the group Korn. Ray enjoyed a great tour through the Center and the Archives, as well as taking time to sign the Rhythm! Artist Drumhead. We always have a great time when the touring musicians stop by the offices while they travel through Indianapolis.

The Percussive Arts Society has an extensive archive available to our members for scholarly research. The archive includes important percussion compositions; correspondence from famous percussionists, composers, and industry; media; past Percussive Notes and Percussion News publications; instruments from around the world; and many other great research material. One example of an instrument housed in the PAS Archives is the Zapatecano. Native to the Central American countries of Guatemala and Mexico, buzz marimbas, also known as a Zapotecano, are considered by many to be the national instrument of Guatemala. When performed in public, there are usually two instruments, each played by three or more performers using rubber-ended mallets.

Although these marimbas are entirely handmade of wood, the unique buzzing sound is produced by cutting a small hole in the resonator box, which is then covered by a delicate membrane of pig intestine. The membrane, called a tela, is attached using beeswax. The buzzing sound is referred to as charleo, which is a necessary sound for the tone of an authentic marimba from this region. As the instruments are handmade, the frames are usually ornately carved or constructed with initial woodworking designs. [You can learn more about some of the instruments in the Archives through the online collection tour.](#)

**CONTACT**

317.974.4488    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 email communication. PAS reserves the right to review each advertiser's account on an individual basis. 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 material. PAS reserves the right to cancel an advertisement even if receipt has been acknowledged.