

## Minnesota Bluegrass Magazine Ad Rates, Prices, and Policies

Page Size	Dimensions: WxH	Single Insertion	3-5 Insertions	6+ Insertions
Full	7.5" x 10"	\$160	\$140	\$120
1/2 Page Horizontal	4.875" x 7.375"	\$90	\$78.75	\$67.50
1/2 Page Vertical	7.5" x 5"	\$90	\$78.75	\$67.50
1/3 Page Square	4.875" x 4.875"	\$58	\$50.75	\$43.50
1/3 Page Horizontal	7.5" x 3.25"	\$58	\$50.75	\$43.50
1/3 Page Vertical	2.25" x 10"	\$58	\$50.75	\$43.50
1/4 Page	4.78" x 3.25"	\$48	\$42	\$36
1/6 Page Horizontal	4.875" x 2.375"	\$32	\$28	\$24
1/6 Page Vertical	2.375" x 4.875"	\$32	\$28	\$24
1/12 Page	2.375" x 2.375"	\$19	\$16.75	\$14.25

**Discounts:** Run three ads in a calendar year and receive a 12.5% discount. Run six ads in a calendar year and receive a 25% discount. To obtain the volume discount on your initial ads (1st & 2nd for 3 ad discount and 4th & 5th for 6 ad discount) you must prepay for three or six ads respectively.

**Deadlines:** All final ad files must be received by the first of the month before publication (to appear in the January issue, copy is due December 1). Cancellations or copy changes will not be accepted after advertising closing dates.

**Subscriber and Distribution Information:** Minnesota Bluegrass is published 11 times per year. The print version is mailed to nearly 800 subscribers in the United States and Canada including libraries and music stores and the online version is accessible to an additional 100 subscribers. Subscribers are musicians and supporters of the arts.

**Formats:** Minnesota Bluegrass is a print publication and all ads must be submitted digitally in a size and resolution suitable for high-quality printing. Please submit ad files as high-resolution PDF (PDFX/1a or Press Quality – a full-page ad will be 500k to about 2M in size, depending on content). JPEG, TIFF and EPS files are also acceptable. Files larger than 2M may be submitted to our Dropbox account (contact [editor@minnesotabluegrass.org](mailto:editor@minnesotabluegrass.org) for access). All ads print in black and white/grayscale for print version, color for web version.

**Design Services:** Design rate is \$25/hour (full-page ad will typically be \$50 if all criteria are met). High-resolution images (logos/illustration) and photography files plus the text content of your ad must be received at least six weeks before the deadline of the month you would like your ad to appear (November 15 for the January issue). You will receive a proof of your ad before publication and may request one round of changes at no additional charge. Additional proofs may cost more. Please contact the editor for more information.

**Billing:** Questions regarding discounts and billing should be directed to the magazine editor, Doug Lohman at [editor@minnesotabluegrass.org](mailto:editor@minnesotabluegrass.org) or 612-306-3490.

Advertisers assume liability for all content (including text, representation, and illustrations) for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which is not in keeping with the publication's standards. All copy is subject to publisher's approval.