

2008 DISPLAY ADVERTISING FOUR-COLOR RATES

	1x	3x	6x	12x	18x	24x	30x	36x	48x
Full Page	8370	8180	6980	6605	6470	6340	6270	6215	6100
2/3 Page	6845	6680	5690	5380	5235	5150	5080	5015	4705
1/2 Page	5985	5795	4950	4770	4640	4550	4485	4450	4375
1/3 Page Vertical	4430	4350	3700	3535	3445	3400	3345	3320	3280
1/3 Page Square	3570	3500	2925	2770	2660	2615	2590	2550	2500
Full Page Spread	15635	15290	13020	12330	12085	11850	11710	11590	11395
1/2 Page Spread	12305	12010	9840	9690	9415	9255	9130	9025	8875
Cover 2				8970					
Cover 3				8580					
Cover 4				9620					

Please contact your Ad Sales Representative for additional rates. 2C PMS: \$1020; 2C Process Color: \$920; Process Match: \$970; Metallic: Quoted upon request.

ADDITIONAL CHARGES

- **Premium Positions:** Premium cover positions are available at 12x frequency only. Cover insertions may be combined with other insertions for frequency discounts on nonpremium insertions. No further discounting is available for cover positions.
- **Inserts:** Information available upon request.
- **Guaranteed Position:** 10% additional. Publisher will attempt to honor nonpaid position requests but assumes no responsibility for failure to do so.

COMBINED FREQUENCY DISCOUNTS

Advertisers in *EM* are eligible for combined frequency discounts when advertising in *Mix*, *Remix*, *Digital Content Producer* and other Penton Media publications. To qualify for a common rate basis, advertisers with multiple products or divisions must submit a master contract in advance of advertising placements. Contact your *EM* advertising representative for details.

ADVERTISING DEADLINES

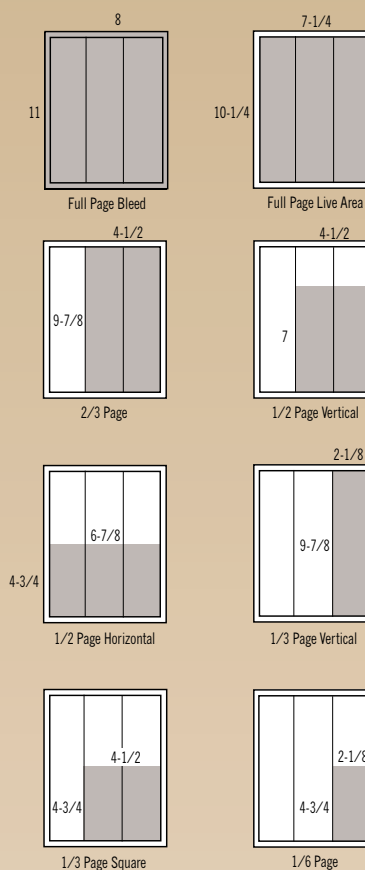
- **Ad Closing:** 1st of month, 2 months prior to publication date. (For example, ad space for the May issue closes on March 1.)
- **Materials Due:** 8th of month, 2 months prior to publication date. (For example, ad materials for the May issue are due in the *EM* production office not later than March 8.)

Send all advertising materials to Display Ad Production Coordinator Jennifer Scott, Phone (913) 967-1668, fax (402) 884-3262; Jennifer.scott@penton.com
Please visit our Digital Ad Resource Center at www.pentonads.com

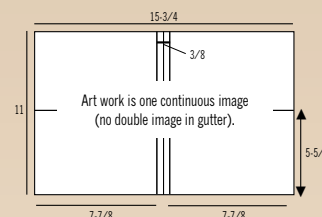
DIMENSIONS	
Trim Size:	7-3/4" w x 10-3/4" h
Full Page Bleed:*	8" w x 11" h
Full Page Live Area:	7-1/4" w x 10-1/4" h
2/3 Page:	4-1/2" w x 9-7/8" h
1/2 Page V:	4-1/2" w x 7" h
1/2 Page H:	6-7/8" w x 4-3/4" h
1/3 Page V:	2-1/8" w x 9-7/8" h
1/3 Page Square:	4-1/2" w x 4-3/4" h
1/6 Page:	2-1/8" w x 4-3/4" h
Full Pg. Spread Bld.*	15-3/4" w x 11" h
Full Pg. Spread Trim:	15-1/2" w x 10-3/4" h
1/2 Pg Spread Bld.*	15-3/4" w x 5-5/16" h
1/2 Pg Spread Trim:	15-1/2" w x 5-3/16" h

Trim Size: 7-3/4 x 10-3/4

*Fractional ads are non-bleed specs.



Full Page Spread Bleed or Half Page Spread Bleed



*All full page bleed dimensions include a 1/8 head, foot, face and gutter trim. All live matter not intended to bleed should be kept 1/4 from trim. To accommodate gutter trim, 3/8 space should be left between words in crossover headlines. Inches to Metric Conversion: 1 = 2.54 cm.

CLASSIFIED

RATES \$141 per inch; 1-inch minimum, half-page maximum. Ads larger than 1-inch charged by quarter-inch increments.

Frequency Rates Per Column Inch:

1x	3x	6x	12x
\$141	\$138	\$130	\$123

COLUMN WIDTHS

1 column:	1-9/16"
2 column:	3-5/16"
3 column:	5-1/16"
4 column:	6-15/16"

ADVERTISING DEADLINES 1st of the month, eight weeks prior to publication cover date (for example: May issue closes March 1). Classified ads cannot be canceled, refunded, or changed after the deadline date. Late ads will be published in the next available issue unless otherwise specified. Copy, art changes and cancellations must be submitted in writing.

PAYMENT TERMS Checks, Visa, MasterCard, Discover, and American Express are accepted (please include expiration date). Billing terms available once credit history is established.

EM SPECIALTY SALES

> Robin Boyce-Trubitt,
Specialty Sales Advertising Director
(510) 985-3250
robin.boyce@penton.com

> Kevin Blackford,
Specialty Sales Manager
(510) 985-3259
kevin.blackford@penton.com

Send all advertising materials to Classified Production Coordinator Jamie Coe, 9800 Metcalf Ave., Overland Park, KS 66212 • Phone (913) 967-1871; fax (913) 967-1904 jamie.coe@penton.com

TOLL-FREE CLASSIFIED/ MARKETPLACE ORDER LINE (800) 544-5530 or (510) 653-3307 fax (510) 653-8171

CONTACTS

Group Publisher
Joanne Zola
(510) 985-3272
joanne.zola@penton.com

Associate Publisher/Southeastern, Midwestern, European Sales
Joe Perry
770-343-9978
jperry@emusician.com

Senior Manager, Live & Interactive Media
Erin Hutton
510-985-3209
erin.hutton@penton.com

Northwest Sales Manager
Erika Lopez
(818) 249-6809
erika.lopez@penton.com

Eastern Advertising Director
Michele Kanatous
732-851-5937
mkanatous@emusician.com

Southwestern Regional Sales Manager
Albert Margolis
949-582-2753
amargolis@emusician.com

Specialty Sales Advertising Director
Robin Boyce-Trubitt
(510) 985-3250
robin.boyce@penton.com

Specialty Sales Manager
Kevin Blackford
(510) 985-3259
kevin.blackford@penton.com

Specialty Sales
(800) 544-5530 or (510) 653-3307

ART DEADLINE & SPECS
Display Ad Production Coordinator
Jennifer Scott
(913) 967-1668,
fax (402) 884-3262
jennifer.scott@penton.com

Classified/Marketplace Ad Production Coordinator
Jamie Coe
(913) 967-1871,
fax (913) 514-6421
jamie.coe@penton.com

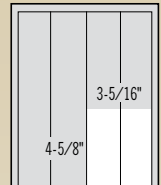
MARKETPLACE RATES

MARKETPLACE RATES

4-Color	1x	3x	6x	12x
Full Page	3,250	3,087	2,925	2,762
Half Page	1,875	1,781	1,687	1,594
1/4 Page	1,162	1,104	1,046	988
1/8 Page	697	662	627	592



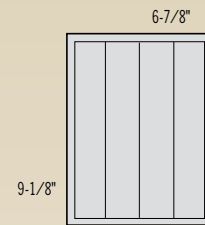
1/8 Page



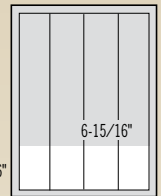
1/4 Page Vertical

DIMENSIONS

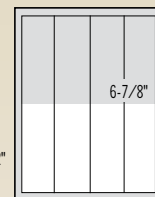
1/4 Page Vertical: 3-5/16" w x 4-5/8" h
 1/4 Page Horizontal: 6-15/16" w x 2-3/16" h
 1/8 Page: 3-5/16" w x 2-3/16" h
 1/2 Page: 6-7/8" w x 4-1/2" h
 Full Page: 6-7/8" w x 9-1/8" h



Full Page



1/4 Page Horizontal



1/2 Page

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MARKETPLACE & CLASSIFIEDS ADVERTISING POLICIES

- > No stated or implied discounts are allowed on new equipment sales.
- > To maintain the highest-quality standards for advertiser submitted materials, questions regarding reproduction must be received in writing no later than 60 days after the issue date in which the ad appeared.
- > Type smaller than 8 points is not guaranteed to reproduce satisfactorily.
- > All digital ad requirements are listed in the Mechanical Specifications of the media kit.

Send all advertising materials to Classified Production Coordinator/Jamie Coe, 9800 Metcalf Avenue, Overland Park, KS 66212. Phone (913) 967-1871; fax (913) 967-1904. For ad reservations & pricing, please contact the *Electronic Musician* Marketplace & Classified department at 800-544-5530 or email robin.boyce@penton.com or kevin.blackford@penton.com.