

# THE DIAPASON



## 2018 Media Kit

*Dedicated to the organ, harpsichord, carillon, and church music*



# THE DIAPASON. One century strong.

Founded in 1909, **THE DIAPASON** celebrates its second century as a favored monthly resource for product information, reviews, organ specifications, and news dedicated to the organ, harpsichord, carillon, and church music, with a primary focus on the pipe organ.



## THE DIAPASON difference

*THE DIAPASON* has a unique look, feel, and heft that sets it apart from any competitive publications.

- Big tabloid presentation allows more real estate for product advertising and imagery
- Bright white, glossy cover and inside page stock is twice the weight, twice the luster of any other industry publication
- Brilliant color photography from cover to cover
- Respected reviewers and columnists with a finger on the industry pulse
- Experienced, knowledgeable editors who are also organists and long-time readers of *THE DIAPASON*
- Commitment to over 60% editorial content per issue

## 100% paid circulation

*THE DIAPASON* is sold by subscription. Recipients have specifically requested to receive and pay for the publication and to sign in to its website, [www.THEDIAPASON.com](http://www.THEDIAPASON.com).

## Engaged, worldwide audience

In 12 issues every year, *THE DIAPASON* serves a national and international audience of over 4,000 recipients, including organists, organ builders, professors, and musicians at churches, theaters, and universities throughout the world.

## Our advertising community

Delivering product and service information to *THE DIAPASON*'s readers are a diverse group of advertising partners, representing:

Organ and Harpsichord Builders ■ Pipe Organ Supplies and Maintenance ■ Book, Music, and Record Companies ■ Concert Artists and Artist Management ■ Music Schools, Workshops and Competitions ■ Carillon and Handbell Manufacturers ■ Foreign Music Tours and Music Organizations ■ Music Stores and Music Supplies

## Responsive editorial

*THE DIAPASON* continues its 109-year history of delivering news, reviews, in-depth features, and product information that its readers have requested and responded to since its inception.

## Inside each issue

Cover Feature

Breaking News

Organ Specifications

Reviews

Calendar of Events

## Resource Directory

Every January, *THE DIAPASON*'s *Resource Directory* supplement mails with the issue to the full circulation. For advertising participation in this year-long reference, contact Jerome Butera at [jbutera@sgcmail.com](mailto:jbutera@sgcmail.com).

## Full-service outlet for custom content

Need company collateral? Educational videos? Market research? Live or virtual events? Webinars? A rehabbed website? Our in-house creative team can deliver custom content and market data that help you up your game. Learn about all the options from Sales Director Jerome Butera.

“The organ is the grandest, the most daring, the most magnificent of all instruments invented by human genius.”

— Honore de Balzac



## Furthering the industry

### 20 UNDER 30 PROGRAM

**THE DIAPASON's** biennial 20 Under 30 awards program honors 20 of the future industry leaders who are already making a difference in their commitment to music and to their community. Winners are announced to our readers via a video alert and their profiles are featured in the May issue. Our next 20 Under 30 awards will be announced in May 2019.

**Sponsorships:** Advertisers have the opportunity to sponsor the video alert announcement of the winners and to run a congratulatory ad in the May issue. For more information on sponsoring this unique awards program, contact Sales Director Jerome Butera at [jbutera@sgcmail.com](mailto:jbutera@sgcmail.com).

**STUDENT SUBSCRIPTIONS:** Student subscription packages can be customized to your budget. As a sponsor, you help further the ongoing education of the future decision-makers in the industry and keep your brand top-of-mind. Contact Sales Director Jerome Butera at [jbutera@sgcmail.com](mailto:jbutera@sgcmail.com).

## Web/digital opportunities

### [www.thediapason.com](http://www.thediapason.com)

**THE DIAPASON** is the industry's go-to resource for breaking news and product information. Advertising opportunities include:

- **WEB ADS** — banner and logo ads
- **ARTIST SPOTLIGHTS** — featuring organists on the **THE DIAPASON's** website and eNewsletters. Includes photo and bio.
- **CLASSIFIED ADS** — discounted rates for print classified advertisers
- **DIGITAL EDITION** — Enhance your ad with an embedded video, a link to a pdf of your company brochure, or schedule an interstitial pop-up ad. Sponsor the digital edition and have your full-page ad positioned directly opposite **THE DIAPASON** front cover.



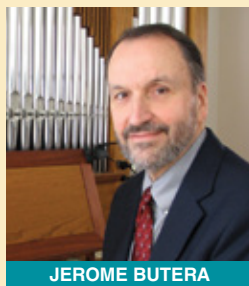
## DIAPASON E-News

**THE DIAPASON'S** 3x/month eNewsletter keeps industry members up-to-date on news and events. Sponsorships are available.

## THE DIAPASON team

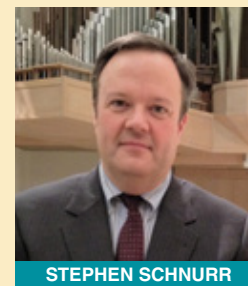
As organists, **THE DIAPASON** team members were subscribers before they joined the staff and shaped **THE DIAPASON's** future. If you haven't yet met our dedicated team, meet them here and now.

**Jerome Butera, Sales Director,** served as editor and publisher of **THE DIAPASON** for 30 years. He taught organ and liturgical music at DePaul University for 35 years, and was organist and music director at churches in Michigan, Indiana, and Illinois for 50 years. He holds advanced degrees from the University of Michigan and the American Conservatory of Music, and has played concerts for the American Guild of Organists and Organ Historical Society.  
[jbutera@sgcmail.com](mailto:jbutera@sgcmail.com); 608.634.6253



JEROME BUTERA

**Stephen Schnurr, Editorial Director/Publisher,** received his Bachelor of Arts degree in Music and Latin from Duke University and earned Master of Music, Master of Musical Arts, and Doctor of Musical Arts degrees in organ performance from the Yale Institute of Sacred Music. Author of *Organs of Oberlin*, and *Pipe Organs of Chicago*, he has performed throughout the United States and Europe, including a performance for Pope John Paul II. Schnurr resides in Gary, Indiana, where he has a collection of historic pipe organs.  
[sschnurr@sgcmail.com](mailto:sschnurr@sgcmail.com); 847.954.7989



STEPHEN SCHNURR

For more information on print, web, and digital advertising opportunities, contact Sales Director Jerome Butera at [jbutera@sgcmail.com](mailto:jbutera@sgcmail.com); 608.634.6253

# THE DIAPASON

## 2018 Rates

### 4-Color Display Advertising Rates

	1×	3×	6×	9×	12×
Full Page	\$1,255	\$1,240	\$1,205	\$1,175	\$1,130
3/4 Page	1,025	1,010	970	945	925
1/2 Page	825	800	755	730	710
1/3 Page	675	650	635	620	600
1/4 Page	550	530	515	500	480
1/6 Page	430	410	385	365	345
1/8 Page	380	360	335	315	295
One Inch (To 5 inches only)	83	78	72	67	64

\* When ordered at one time.

Rates subject to change upon notice from the publisher.

For black-and-white rates, contact Jerome Butera at [jbutera@sgcmail.com](mailto:jbutera@sgcmail.com); 608.634.6253.

Each insertion in a mixed schedule of different size standard units of 1/4 page or larger is entitled to the frequency rate for each advertisement. Advertisements under 1/4 page may not be included to earn frequency discounts on larger advertisements.

### Classified Advertising

**Regular classified advertising:** Single paragraph "want ad" style with the first line in bold face type.

**Display classified ads:** All text in bold-face type with color screen background and a ruled box border.

### Classified Advertising Rates

Regular classified, per word	\$ 1.00
Regular classified, minimum	30.00
Display classified, per word	1.40
Display classified, minimum	35.00
Box Service	8.00
Placement on <i>THE DIAPASON'S</i> website	25.00

(Ads not appearing in the print issue can be placed on *THE DIAPASON'S* website for a \$40.00 charge.)

Non-subscribers wanting single issue copies in which their advertisement appears should include \$5.00 per issue desired with their payment. *THE DIAPASON* reserves the right to designate appropriate classification for advertisements and to reject the insertion of advertising deemed inappropriate to this magazine.

### Professional Cards

Available to professional organists and choirmasters only. Minimum order, 12 issues. Billed in semi-annual installments and payable in advance of first insertion. Insertions begin with January or July issues of each year, and expire with June or December issues. Advance insertion may be requested, subject to space availability.

### Rates per Column Inch

<b>12 Issues:</b>	Black & White	\$240.00	Color	\$276.00
-------------------	---------------	----------	-------	----------

### Closing Dates

All advertising materials are due the first (1st) of each month for the next month's issue. (January 1st for the February issue.)

*THE DIAPASON* reserves the right to decline any advertisement, before or after published closing date, which does not meet with its approval. Acceptance of advertising does not imply endorsement. Publisher reserves the right to head and/or box advertisements which bear confusing resemblance to editorial matter.

**Contract and copy regulations:** *THE DIAPASON* will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders, or contracts when they conflict with the terms and conditions of this rate card or any amendment hereof.

Advertiser and/or advertising agency assumes liability for all content (including text and illustrations) of advertisements printed, and also assumes responsibility for any claims therefrom made against the publisher, and agrees to indemnify the publisher against any expense and loss suffered by reason of such claims.

### Ad Sizes

Space	Width	Height
Full Page	8 <sup>7</sup> / <sub>8</sub> "	13"
3/4 Page (4 columns)	8 <sup>7</sup> / <sub>8</sub> "	9 <sup>5</sup> / <sub>8</sub> "
3/4 Page (3 columns)	6 <sup>1</sup> / <sub>2</sub> "	13"
1/2 Page (4 columns)	8 <sup>7</sup> / <sub>8</sub> "	6 <sup>3</sup> / <sub>8</sub> "
1/2 Page (3 columns)	6 <sup>1</sup> / <sub>2</sub> "	8 <sup>1</sup> / <sub>2</sub> "
1/2 Page (2 columns)	4 <sup>3</sup> / <sub>8</sub> "	13"
1/3 Page (2 columns)	4 <sup>3</sup> / <sub>8</sub> "	9 <sup>1</sup> / <sub>2</sub> "
1/4 Page (4 columns)	8 <sup>7</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "
1/4 Page (3 columns)	6 <sup>1</sup> / <sub>2</sub> "	4 <sup>1</sup> / <sub>2</sub> "
1/4 Page (2 columns)	4 <sup>3</sup> / <sub>8</sub> "	6 <sup>3</sup> / <sub>8</sub> "
1/4 Page (1 column)	2 <sup>1</sup> / <sub>16</sub> "	13"
1/6 Page (2 columns)	4 <sup>3</sup> / <sub>8</sub> "	4 <sup>1</sup> / <sub>2</sub> "
1/8 Page (2 columns)	4 <sup>3</sup> / <sub>8</sub> "	3 <sup>1</sup> / <sub>8</sub> "
1/8 Page (1 column)	2 <sup>1</sup> / <sub>16</sub> "	6 <sup>3</sup> / <sub>8</sub> "
One Column Inch	2 <sup>1</sup> / <sub>16</sub> "	1"

Advertisements not conforming to the above sizes will be charged at the one-time rate for the next larger space (e.g. an advertisement which exceeds the space requirements for 1/4 page will be charged at the one-time rate for 1/3 page, etc.). Page is 4 columns, each 2<sup>1</sup>/<sub>16</sub>" wide by 13" high.

**Trim size:** 10" wide by 14<sup>1</sup>/<sub>4</sub>" high. Bleed is allowed on full-page ads only.

**Bleed dimensions:** 10<sup>1</sup>/<sub>4</sub>" wide by 14<sup>1</sup>/<sub>2</sub>" high.

### Resource Directory

For rates and ad sizes, contact Jerome Butera at [jbutera@sgcmail.com](mailto:jbutera@sgcmail.com).

### THEDIAPASON.COM Web Ads

For banner and logo ad pricing and specs, contact Jerome Butera at [jbutera@sgcmail.com](mailto:jbutera@sgcmail.com).

### THE DIAPASON E-News

**eNewsletter sponsorships:** \$300 for one month; \$250 each for three months; \$200 each for six months.

### Artist Spotlights

Organists can be featured in Artist Spotlights on *THE DIAPASON* website and in the electronic newsletter. Includes photo and biographical sketch. \$30 for one month; \$25 each for three months; \$15 each for six months.

### Accepted Digital Formats

Press-optimized PDF using Acrobat Distiller's PDF/x-1a job options is the required format. PDFs prepared for the Web are unacceptable. Upload ads to [www.adshuttle.com/sgc](http://www.adshuttle.com/sgc).

### Mailing Instructions

Address correspondence, advertising and subscriptions to:  
*THE DIAPASON*, 3030 W. Salt Creek Lane, Suite 201  
Arlington Heights, IL 60005-5025.

### Mailing List Rental

For special one-time use, the mailing list of subscribers to *THE DIAPASON*, which is updated monthly, may be obtained for approved use on a rental basis. Contact the publisher for information.



Connecting buyers and sellers  
with market-leading content and data

[www.scrantongillette.com](http://www.scrantongillette.com)