

2011 Rate Sheet

Earshot Jazz, now in its 26th year of publication, continues to be the premier jazz publication in the Puget Sound region. *Earshot Jazz* effectively targets the jazz community by delivering the most comprehensive news and event information in the area. *Earshot Jazz* publishes the region's only complete—and most popular—calendar of jazz events, as well as current CD and book reviews, concert previews, and in-depth artist profiles.

“a model for what jazz newsletters can be” *DownBeat* magazine
“consistently world class” *Jazz Times* magazine

READER SURVEY

Of the Earshot Jazz readers responding to a survey:

- ◆ 79% buy more than 5 CDs per year, 23% buy more than 25 per year
- ◆ 83% attended college, while 37% have done post-graduate studies
- ◆ 52% go out to hear live music more than 3 times per month
- ◆ 97% patronize Earshot Jazz advertisers occasionally – 32% regularly
- ◆ 57% own their own homes

PUBLICATION INFORMATION

PUBLISHER: Earshot Jazz Society is a non-profit music, arts and service organization with a national reputation for world-class programs

FREQUENCY: Published 12 months a year

PRINT RUN: 6,000

SUBSCRIPTIONS: 600; \$25 per year

DISTRIBUTED FREE OF CHARGE: 5,400

DISTRIBUTION LOCATIONS: Retail outlets, clubs, bookstores, venues, coffee shops

ADVERTISING RATES AND SIZES

CLASSIFIEDS ADVERTISING: Cost is \$10 for 25 words or less, 50 cents each additional word

DISPLAY ADVERTISING SIZES & RATES: See page 2

RESERVATIONS: Call (206) 547-6763 to reserve advertising space in *Earshot Jazz*

PRODUCTION SPECIFICATIONS

DEADLINE: The 15th day of the month prior to publication

DELIVERY: Email ad as an attachment to ads@earshot.org

SIZING: Please make your document the actual size of the ad

RESOLUTION: Minimum 300 dpi

COLOR: Grayscale

FORMAT: For quality purposes it is recommended that ads be submitted in PDF format.

PRODUCTION: Design and production services are available, if needed; production fees range \$15 - \$45 additional.



Earsshot Jazz

A Mirror and Focus for the Jazz Community

2011 ADVERTISING RATES

Units/size	1 Month	3 Month Contract with advance payment price reflects 15% discount	6 Month Contract with advance payment price reflects 20% discount	One Year Contract with advance payment price reflects 25% discount
1	\$60	\$153	\$288	\$540
2	\$95	\$242	\$456	\$855
3	\$130	\$331	\$624	\$1,170
4	\$170	\$433	\$816	\$1,530
6	\$240	\$612	\$1,152	\$2,160
9	\$330	\$841	\$1,584	\$2,970

1 unit
w: 2 3/8"
h: 3"

2 units Vertical
w: 2 3/8"
h: 6 1/8"

2 units Horizontal
w: 4 7/8"
h: 3"

3 units Vertical
w: 2 3/8"
h: 9 1/4"

3 units Horizontal
w: 7 1/2"
h: 3"

4 units
w: 4 7/8"
h: 6 1/8"

6 units Vertical
w: 4 7/8"
h: 9 1/4"

6 units Horizontal
w: 7 1/2"
h: 6 1/8"

9 units Full Page
w: 7 1/2"
h: 9 1/4"