

# American Guild Of Music Advertising

Advertising in AGM publications makes sense. You can choose from three different publications for your advertising or select all three and save. Join the AGM and save even more. Over 35,000 people will see your ad if you advertise in all three publication for a total of 6 print runs. Choose the Great Lakes Contest only and reach over 10,000 people. Choose National Contest only and reach over 2,000 people. Choose the AGM NEWS magazine and reach over 20,000 music students, parents and teachers who view our magazine in their waiting rooms.

## Advertising Fees

	Great Lakes		National Contest		NEWS	(4 issues)	All	Three
	Member	Non Member	Member	Non Member	Member	Non Member	Member	Non Member
Outside Back Cover	\$750	\$1,000	\$750.00	\$1,000	\$600	\$750	\$1,500	\$2,000
Inside Back Cover	\$450	\$500	\$450	\$500	\$350	\$400	\$1,000	\$1,250
Inside Front Cover	\$450	\$500	\$450	\$500	\$350	\$400	\$1,000	\$1,250
Full In b x w	\$170	\$200	\$170	\$200	\$150	\$175	\$400	\$500
Half Page b x w	\$100	\$150	\$100	\$150	\$95	\$140	\$250	\$375
Quarter Page b x w	\$80	\$100	\$80	\$100	\$75	\$100	\$200	\$280
Business Card bw	\$50	\$75	\$50	\$75	\$50	\$75	\$140	\$200

Digital files are the preferred method for sending advertising materials. Files must be submitted as a In Design, Quark Express file or in PDF, TIF, JPEG or EPS format on CD or via e-mail to [advertising@agm.org](mailto:advertising@agm.org). An additional cost will be charged for any file not sent in this format. Illustrator files are acceptable if fonts are converted to outlines.

For Quark files, please supply ALL fonts-printer and screen (including any font used by an imported graphic that has not been converted to outlines). Supply all supporting graphic files used in your ad.

Artwork must be saved as CMYK or grayscale (300 dpi minimum). No RGB files are permitted.

- Hard copy proofs must be submitted with digital files.
- Camera-ready artwork also is accepted.
- Negatives should be furnished right-reading, emulsion-side down.
- Film should be properly screened (133 dots per inch)... Color proofs must accompany four-color separations.
- If a proof is not provided, the cost of producing a proof will be charged to the advertiser.
- Trim size is 8.5 x 11". Keep all live matter 3/8" inside trim.
- Hard copy proofs must be submitted with digital files.
- Bleeds are only allowed on the inside and outside covers.

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Email \_\_\_\_\_

Send with check or money order to AGM Program Advertising, P.O. Box 599 Warren, MI 48090.  
For more information call 248-336-9388 or email [advertising@americanguild.org](mailto:advertising@americanguild.org)