

THE

www.pitchpipemagazine.com

PITCHPIPE

THE VOICE OF SWEET ADELINES INTERNATIONAL



————— 2018 —————
RATE CARD

The Pitch Pipe is published in January, April, July and October by Sweet Adelines International, a worldwide organization of women who love to sing four-part a cappella harmony in the barbershop style. Sweet Adelines' 22,000 members extend over four continents and make up more than 500 choruses and 1,000 quartets.

Visit www.pitchpipemagazine.com and www.sweetadelines.com for more information about the organization and its mission.

THE PITCH PIPE EDITORIAL CALENDAR

	Advertising reservation deadline	Article deadline	Artwork deadline	Editorial scope
APRIL 2018 VOL. 71, NO. 4	JANUARY 19, 2018	FEBRUARY 5, 2018	FEBRUARY 9, 2018	Member Profiles, Harmony Roundup & Education Features
JULY 2018 VOL. 72, NO. 1	APRIL 23, 2018	MAY 4, 2018	MAY 11, 2018	Regional Competition Coverage
OCT. 2018 VOL. 72, NO. 2	JULY 20, 2018	AUGUST 3, 2018	AUGUST 10, 2018	International Convention & Competition Promotion
JAN. 2019 VOL. 72, NO. 3	OCTOBER 19, 2018	NOVEMBER 1, 2018	NOVEMBER 9, 2018	International Convention & Competition Results Coverage

SUBMISSIONS AND GUIDELINES

In order to ensure all Pitch Pipe advertising is in line with member needs and our publishing standards, Sweet Adelines International reserves the right to reject submitted advertisements. All advertisers must submit an advertising reservation form containing information regarding the content of the advertisement.

Submissions

Failure to provide ads in a timely manner does not negate the contracted advertising space. Advertisers will be responsible for contracted rate regardless of whether the ad was included in the current issue. Contracts are required for multiple insertion rates and will not be pro-rated for past advertising.

Advertisers will receive an email within two business days of artwork submission. During this time, artwork files are reviewed for mechanical specifications. If an artwork file is rejected, the revised artwork must be received within two business days. Artwork file submissions received after deadline will not be published.

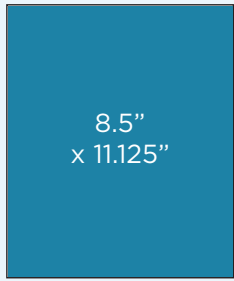
Payment is due in full within 10 days of reservation confirmation. Ads received after deadline will not be published. All ads must be submitted electronically to communications@sweetadelines.com with file named appropriately. Please do not name your file "Sweet Adelines Ad."

Mechanical Specifications

Please supply ads as high-resolution, press-optimized PDF files. Ads should be in CMYK color space. All images and fonts should be embedded. Photos/halftones should be at least 300 DPI; line art should be at least 900 DPI. File dimensions must be sized to the exact ad dimensions with no trim/bleed/crop marks.

AD SIZES & RATES

FULL PAGE



Full Page with bleed

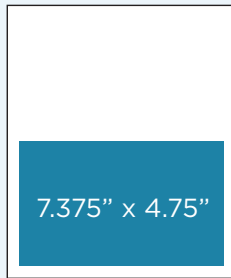


Full Page no bleed

1/2 PAGE

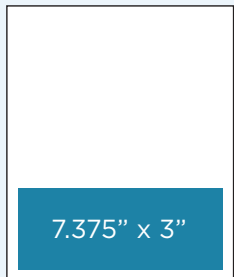


1/2 Page vertical

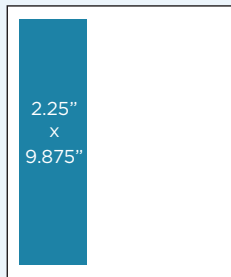


1/2 Page horizontal

1/3 PAGE

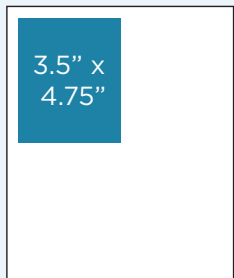


1/3 Page horizontal

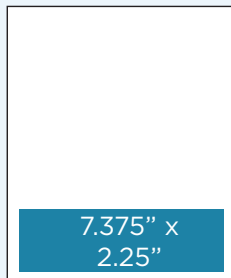


1/3 Page vertical

1/4 PAGE



1/4 Page vertical

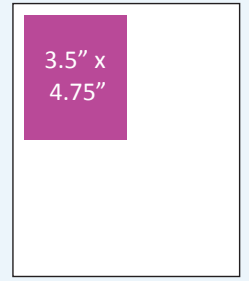


1/4 Page horizontal

SHOUT OUT

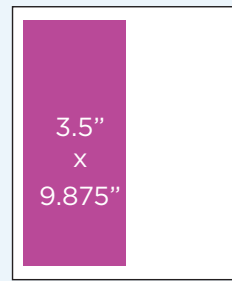


Full Page no bleed

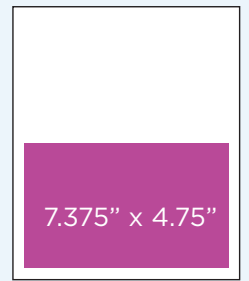


1/4 Page vertical

SHOUT OUT



1/2 Page vertical



1/2 Page horizontal

ADVERTISING RATES

	One Issue	Three Issues	*Organizational Rate
Back Cover	\$2,000	\$1,750	N/A
Inside (Front) or Inside (Back) Cover	\$1,500	\$1,250	N/A
Full Page	\$1,250	\$1,075	\$950*
1/2 Page	\$700	\$600	\$510*
1/3 Page	\$500	\$450	\$350*
1/4 Page	\$375	\$325	\$265*
Classified	\$40	N/A	N/A

SHOUT OUT RATES

Full Page	\$450	N/A	N/A
1/2 Page Vertical	\$200	N/A	N/A
1/2 Page Horizontal	\$200	N/A	N/A
1/4 Page Vertical	\$100	N/A	N/A

*Organizational rate applies to products (including recordings) or services advertised by Sweet Adelines International quartets, choruses, or regions for the benefit of the group. Valid for one issue per calendar year.

Note: Rates listed in USD.

Website Promotion

All advertisers are placed on the Sweet Adelines' website during the active quarter, and will receive The Pitch Pipe issue containing their advertisement.

SHOUT OUT ADVERTISEMENTS

Tell your favorite **Sweet Adelines**
CONGRATULATIONS OR GOOD LUCK
with a special **SHOUT OUT** in The Pitch Pipe.

EXAMPLES

Submissions:

Email 25 words or less, and 1-2 high resolution photos to communications@sweetadelines.com

We will do the rest!

Graphic design is included in Shout Out rate.

Great for regions, choruses, quartets, friends and family to show their support!

Space is Limited. Reserve your Shout Out today!

Maryann,
Good Luck at Rising Star!
We have loved watching you grow into the talented barbershop phenomenon we know you to be!
Love,
Mom, Dad, Jeremy,
and Aubrey

Your Picture Here!

1/4 PAGE
VERTICAL

Pitch Pipe Quartet

Your Picture Here!

1/2 PAGE
VERTICAL

All your friends and sisters at the City Chorus congratulate you on your top 10 performance in Las Vegas!
We are so proud of you!

1/2 PAGE
HORIZONTAL

City Chorus You Rocked the House
and Made Us Proud in Vegas!

Your Picture Here!

Love, all your sisters in Region 55!

Region #55 would like to say
GOOD LUCK
to all of our competitors this year in St. Louis

Your Picture Here!

Your Picture Here!

Pitch Pipe Quartet Pitch Pipe Quartet

Your Picture Here!

Your Picture Here!

City Chorus City Chorus

Contact Information

Company Name: _____ Contact Name: _____

Address: _____

City, State, Postal Code: _____ Country: _____

Phone: _____ Mobile Phone: _____ Email: _____

Website: _____

Harmony Boutique Exhibitor: Yes No

Description of advertisement (if advertising an event, please provide dates): _____

METHOD OF PAYMENT

ONLY SUBMIT PAYMENT VIA FAX, PHONE OR POSTAL MAIL

Check Enclosed
(Please make payable to Sweet Adelines International)

Credit Card

Visa MasterCard Discover Card

Number: _____

Expiration Date: _____

Signature: _____

The Pitch Pipe Ad Information

Please reserve space for my ad in the issues indicated:

Issues	Year
JANUARY	
APRIL	
JULY	
OCTOBER	

Check-Ad Size:

- Full-page bleed (8.5" x 11.125")
- Full-page no bleed (7.375" x 9.875")
- 1/2-page vertical (3.5" x 9.875")
- 1/2-page horizontal (7.375" x 4.75")
- 1/3-page vertical (2.25" x 9.875")
- 1/3-page horizontal (7.375" x 3")
- 1/4-page vertical (3.5" x 4.75")
- 1/4-page horizontal (7.375" x 2.25")

Check Shout Out Size:

- Full-page no bleed (7.375" x 9.875")
- 1/2-page horizontal (7.375" x 4.75")
- 1/2-page vertical (3.5" x 9.875")
- 1/4-page vertical (3.5" x 4.75")

Classified Ad:

- (up to 45 words)

Important information about reservation form

This form does not imply a direct contract or guarantee advertising with Sweet Adelines International. Accepted reservations will be contacted by Sweet Adelines International via email. If approved, you are contractually obligated to provide your ad and payment for the issues indicated.

Full payment is due within 10 business days of reservation confirmation.

Total Amount Due: \$ _____

Signature: _____ Date: _____

ONLY SUBMIT PAYMENT VIA FAX, PHONE OR POSTAL MAIL

EMAIL, MAIL, OR FAX APPLICATION

Sweet Adelines International • 9110 S. Toledo Avenue • Tulsa, OK 74137, USA

Fax: 1.918.665.0894 • Phone: 1.918.622.1444 • Toll Free: 1.800.992.7464

Email: communications@sweetadelines.com