

The

[pitchpipemagazine.com](http://pitchpipemagazine.com)

# *Pitch Pipe*

THE VOICE OF SWEET ADELINES INTERNATIONAL



*Sweet Adelines*

INTERNATIONAL

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**2022**

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*RATE CARD*

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Since 1949, Sweet Adelines International's membership magazine, *The Pitch Pipe*, has brought barbershop news, education and inspiration to readers around the world. With a reach of nearly 21,000, *The Pitch Pipe* also offers promotional and marketing opportunities for select groups via advertising. *The Pitch Pipe* is published quarterly in January, April, July and October. All four full-color issues are distributed to members and subscribers and offered digitally at [pitchpipemagazine.com](http://pitchpipemagazine.com).

Visit [www.sweetadelines.com](http://www.sweetadelines.com) for more information about the organization and its mission.

## THE PITCH PIPE EDITORIAL CALENDAR

	<b>Advertising reservation deadline</b>	<b>Article deadline</b>	<b>Artwork deadline</b>	<b>Editorial scope</b>
APRIL 2022 VOL. 74, NO. 4	JANUARY 10, 2022	JANUARY 10, 2022	FEBRUARY 14, 2022	Member Profiles, Harmony Roundup & Education Features
JULY 2022 VOL. 75, NO. 1	APRIL 11, 2022	APRIL 11, 2022	MAY 9, 2022	Regional Competition Coverage
OCT. 2022 VOL. 75, NO. 2	JULY 11, 2022	JULY 11, 2022	AUGUST 8, 2022	International Convention & Competition Promotion
JAN. 2023 VOL. 75, NO. 3	OCTOBER 10, 2022	OCTOBER 10, 2022	NOVEMBER 7, 2022	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.

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 submission deadline will not be published. All ads must be submitted electronically with appropriate file name to [communications@sweetadelines.com](mailto:communications@sweetadelines.com).

### Mechanical Specifications

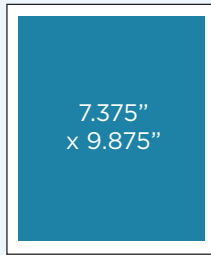
Please supply ads as high-resolution, PDF files. Ads should be designed in CMYK. All images and fonts should be embedded. Photos/halftones should be at least 300 DPI; line art should be at least 900 DPI. File dimensions must be sized to the exact ad dimensions with no trim/bleed/crop marks.

# AD SIZES & RATES

## FULL PAGE



Full Page  
with bleed

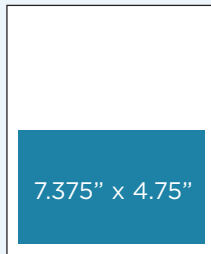


Full Page  
no bleed

## 1/2 PAGE

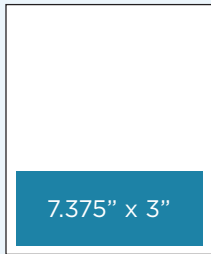


1/2 Page  
vertical



1/2 Page  
horizontal

## 1/3 PAGE

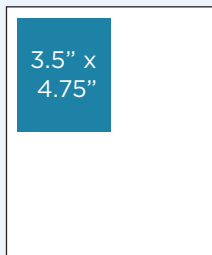


1/3 Page  
horizontal

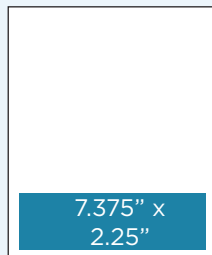


1/3 Page  
vertical

## 1/4 PAGE

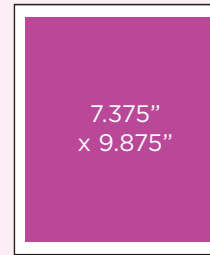


1/4 Page  
vertical

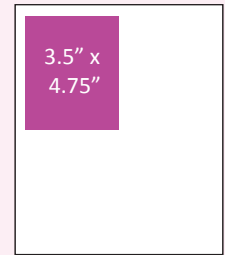


1/4 Page  
horizontal

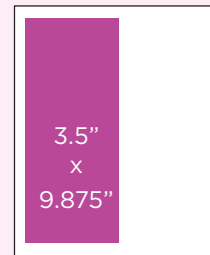
## SHOUT OUT



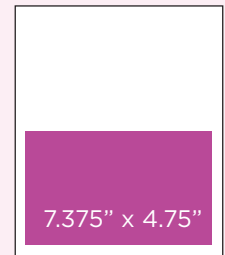
Full Page  
no bleed



1/4 Page  
vertical



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)	\$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	One Issue	Three Issues	*Organizational Rate
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.**

# SHOUT OUT EXAMPLES

Show your support for your region, chorus, quartet or tell your favorite Sweet Adeline congratulations or good luck with a special Shout Out in The Pitch Pipe. Design your own ad and submit it by the deadline or we'll design it for you! Graphic design is included in your Shout Out rate. Simply email 25 words or less and 1-2 high resolution photos to [communications@sweetadelines.com](mailto:communications@sweetadelines.com) and we'll do the rest.

**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 at  
International  
We are so proud of you!

**1/2 PAGE  
HORIZONTAL**

**City Chorus**  
You rocked the House  
and Made Us Proud at International!

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  
at International!

Your Picture Here!	Your Picture Here!
Pitch Pipe Quartet	Pitch Pipe Quartet
Your Picture Here!	Your Picture Here!
City Chorus	City Chorus



# ADVERTISING RESERVATION FORM

## Contact Information

Company/Chorus Name: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State/Province: \_\_\_\_\_ Country, Zip/Postal Code: \_\_\_\_\_

Daytime Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

Description of advertisement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## PAYMENT INFORMATION

ONLY SUBMIT PAYMENT VIA FAX, PHONE OR POSTAL MAIL

<input type="checkbox"/> Enclosed is my check. <b>Make payable to:</b> Sweet Adelines International. \$10 USD service charge on all returned checks	<input type="checkbox"/> Please charge my credit card* (Check one): *CC payment only acceptable via postal mail, fax or by			
	<input type="checkbox"/> Visa	<input type="checkbox"/> MasterCard	<input type="checkbox"/> Discover Card	<input type="checkbox"/> AMEX
	Printed Name			
	Card Number:			
	Expiration Date:		Security Code:	
Card Holder's Signature:				

## The Pitch Pipe Ad Information

Please reserve space for my ad in the issues indicated:

Issues	Year
JANUARY	
APRIL	
JULY	
OCTOBER	

### 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")

### 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