

SASKOMUSIC

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ADVERTISING RATES 2017

THE SESSION

The Session is a well-read, content-driven newsmagazine published in hard-copy and digital format (distribution approximately 1000 print copies + 500 digitally accessed copies). It is primarily targeted to artists, music industry professionals and VIPs in Saskatchewan and across Canada and also goes to all Saskatchewan MLAs. Issues are mailed directly to subscribers and key professionals, and are available to them online. Issues remain in an online archive, accessible to members, indefinitely.

E-RELEASE AND WEBSITE (SASKMUSIC.ORG)

The e-release is a news and live event bulletin, distributed every two weeks to 1400+ subscribers who are directly engaged in the music industry of Saskatchewan.

The SaskMusic.org website is packed with information on the Saskatchewan music industry, including artist features and links, industry tips, live events calendar, provincial music directory and more. Accessed by the general public and the music industry, the site achieves over 1.86 million pageviews annually (2012).

Web advertisements include a hyperlink.

MEDIUM	SIZE	DIMENSIONS (width X height)	SPECS	RATE*
Session	Full Page	Inside page placements, 8.5" x 11" plus .25" bleed	Digital file high resolution 300 dpi (PDF, EPS, JPG)	\$320 per insertion
Session	Back cover 2/3 page	8.5" x 7.75" plus .25" bleed	Supply full colour if desired (<i>print copies may publish in black & white only, colour not guaranteed</i>)	\$170 per insertion
Session	Half Page Horizontal	7.5" x 4.875"		
Session	Half Page Vertical	3.656" x 10"		
Session	Quarter Page	3.656" x 5"		
Website	Feature graphic (rotating homepage spot)	700 x 290 pixels, max 50 kb	Digital file web resolution 72 dpi (JPG, TIF or GIF without animation)	\$185 per calendar month
Website	Banner long (bottom of most pages on the site)	524 x 67 pixels, max 35kb	Digital file web resolution 72 dpi (JPG, TIF or animated GIF)	\$125 per calendar month. Subject to space availability.
Website	Banner small (bottom of most pages on the site)	342 x 78 pixels, max 30kb	Digital file web resolution 72 dpi (JPG, TIF or animated GIF)	\$75 per calendar month. Subject to space availability.
E-Release	Banner max	650 x 180 pixels	Digital file web resolution 72 dpi (JPG, TIF or animated GIF)	\$70 per insertion
E-Release	Banner long	650 x 100 pixels	Digital file web resolution 72 dpi (JPG, TIF or animated GIF)	\$40 per insertion

Please contact us for next insertion deadlines.

*Member Discount: Individual, band and corporate members receive a 15% discount.

Frequency Discount: 10% discount on 3 or more placements of the same size ad in one format (must be booked at one time).

Member and frequency rates can be combined for a total of 25% off the base cost.

Please contact us to request sample issues, "package" rates or for more information: Lorena Kelly, 1-800-347-0676 or lorenakelly@saskmusic.org.
Ad design services available (add 10%); call for details.