
The **American Guild of Organists** is the national professional association serving the organ and choral music fields. Founded in 1896 as both an educational and service organization, the AGO sets and maintains high musical standards and promotes understanding and appreciation of all aspects of organ and choral music. The Guild currently serves approximately 20,000 members in more than 300 local chapters throughout the United States and abroad. Membership is open to all and includes working professionals—organists, choir directors, teachers, organbuilders, technicians, and suppliers to the field—as well as students, clergy, amateur musicians, and dedicated supporters.

THE AMERICAN ORGANIST Magazine, published monthly by the AGO, is the most widely read journal devoted to organ and choral music in the world. Articles cover contemporary and historic instruments; musicological studies; reviews of new music, books, and recordings; practical aspects of sacred music; listings of professional resources, events, and positions available; news of the profession and display advertising.

SUBSCRIPTIONS

United States addresses: 1 year \$62

Outside of the United States: 1 year \$80

Send check with name and address to:

American Guild of Organists
475 Riverside Drive, Suite 1260
New York, NY 10115-1260

Credit card payments welcomed
www.agohq.org



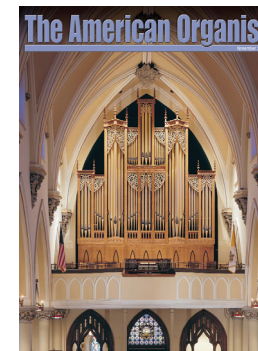
THE AMERICAN ORGANIST Magazine
475 Riverside Drive, Suite 1260
New York, NY 10115

RETURN SERVICE REQUESTED

THE AMERICAN ORGANIST MAGAZINE

Today's Most Widely Read Organ and Choral Journal
Official Journal of the
American Guild of Organists
Associated Pipe Organ Builders of America

ADVERTISING RATE CARD 2012



THE AMERICAN ORGANIST Magazine
475 Riverside Drive, Suite 1260
New York, NY 10115
212-870-2310 • FAX 212-870-2163
www.agohq.org/tao

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ADVERTISERS

Organ Builders; Book, Music, CD, and Software Companies; Concert Artists and Artist Managements; Music Schools, Workshops, and Competitions; Carillon and Handbell Manufacturers; Music Tours; Music Organizations; Music Stores, Music Supplies, Choir Robes; Organ Supplies and Maintenance

ADVERTISING RATES

	One Issue	Six Issues (Each Issue)	Twelve Issues (Each Issue)
<u>Four Color</u> (CMYK)			
One Page	\$1,300	1,255	1,225
2/3 Page	960	945	905
1/2 Page	870	840	810
1/3 Page	670	645	625
1/4 Page	535	510	475
1/6 Page	385	360	335
One Column Inch	120	110	105
Center Spread (2 pages)	2,300	n/a	n/a

(When Available)

B/W

One Page	\$955	925	900
2/3 Page	725	715	680
1/2 Page	695	670	650
1/3 Page	555	535	515
1/4 Page	450	430	400
1/6 Page	325	305	285
One Column Inch	105	100	95

CLASSIFIED ADVERTISING

Classified ads are available as an online service only at www.agohq.org. The charge to post an ad is \$25 for two months. **E-mail:** info@agohq.org. **Payment:** Check or pay by phone with a major credit card, 212-870-2311, ext. 4318.

POSITIONS AVAILABLE

One-time listings are free of charge. There is no Box Service. Closing 15th of second preceding month. Positions Available can be found through the Career Services Center at www.agohq.org. **Listings:** See Web site for current rates and payment instructions. **E-mail:** info@agohq.org.

ISSUANCE AND CIRCULATION

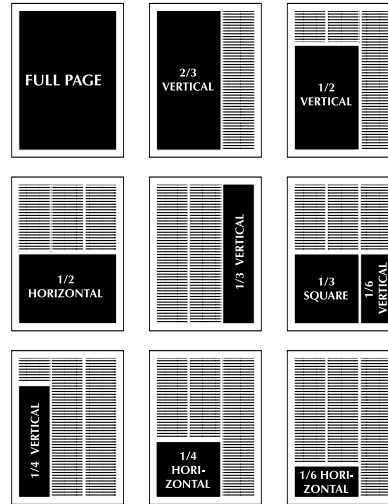
Published monthly, twelve issues per year, on or about the 1st of the month. Circulation of 20,000 includes all members of the American Guild of Organists, Associated Pipe Organ Builders of America, music schools, seminaries, libraries, and related arts organizations.

MECHANICAL REQUIREMENTS

Printing process is offset lithography on excellent quality paper. THE AMERICAN ORGANIST Magazine will not design or typeset advertisements; all ads must be press-ready. TAO accepts press-optimized Adobe Acrobat PDF digital files with fonts and graphics embedded. Ads saved as Postscript files are not acceptable. Color ads: All embedded graphics should be in CMYK color mode (not RGB). B/W ads: All embedded graphics should be grayscale. Color and B/W images should be submitted with a resolution of 300 pixels/inch. **E-mail:** maury.castro@agohq.org.

Space	Width	Height
1 page	7"	10"
2/3 page	4 ⁵ / ₈ "	10"
1/2 page (3 columns)	7"	5"
1/2 page (2 columns)	4 ⁵ / ₈ "	7 ¹ / ₂ "
1/3 page (2 columns)	4 ⁵ / ₈ "	5"
1/3 page (1 column)	2 ¹ / ₄ "	10"
1/4 page (2 columns)	4 ⁵ / ₈ "	4"
1/4 page (1 column)	2 ¹ / ₄ "	8"
1/6 page (2 columns)	4 ⁵ / ₈ "	2 ¹ / ₂ "
1/6 page (1 column)	2 ¹ / ₄ "	5"
One Column Inch	2 ¹ / ₄ "	1"

Bleed Size: 8¹/₄" x 11¹/₈" • Trim Size: 8" x 10⁷/₈"



BLEED

No charge for bleed.

DEADLINE

Closing date for all advertising material is the 15th of the second preceding month. (Jan. 15 closes the March issue.) All advertising material means purchase orders, camera-ready art, and digital files.

CONTRACT AND COPY REGULATIONS

All ads are non-commissionable.

There are no cash discounts.

First-time advertisers must pay for their first ad in advance.

To earn the 12-issue rate you must advertise in all 12 consecutive issues of the calendar year, beginning with the January issue.

To earn the 6-issue rate you may advertise in any 6 issues within the calendar year. You must begin advertising no later than the July issue to earn the 6-issue rate.

Bills are rendered at the beginning of the month of issue and are accompanied by one tear-sheet. Payment must be made in U.S. dollars, by international money order, or by a check drawn on a U.S. bank. Payment is due within 30 days. All display advertisers receive one complimentary copy of the magazine.

Advertisers who use advertising agencies are responsible for any debts incurred by those agencies in the advertisers' name. If an advertising agency defaults on payment or declares bankruptcy, the advertiser will pay all costs directly to the American Guild of Organists regardless of whether they have already paid the defaulting agency for the space.

Placement of advertising in THE AMERICAN ORGANIST Magazine assumes agreement with all stated policies in this rate card.

GENERAL

THE AMERICAN ORGANIST Magazine is published monthly by the American Guild of Organists, a not-for-profit, educational organization chartered by the Board of Regents of the State of New York in 1896, with chapters in every state.

The publishers reserve the right to decline any advertisement, before or after published closing date, that does not meet with their approval. Acceptance of advertising does not imply endorsement. Publishers reserve the right to head and/or box advertisements that in their opinion bear confusing resemblance to editorial matter. Improper or exaggerated copy will not be accepted.

Contract and copy regulations: The publishers will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders, or contracts when they conflict with the terms and conditions of this rate card or any amendment hereof.

Advertiser and/or advertising agency assume liability for all content (including text and illustrations) or advertisements printed, and also assume responsibility for any claims therefrom made against the publisher, and agree to indemnify the publisher against any expense and loss suffered by reason of such claims.