MEDIA KIT FOR THE

The
2018 AGO National Convention

July 2–6, 2018
Kansas City, Missouri
agokc2018.com
About the American Guild of Organists
The AGO is the national professional association serving the organ and choral music fields and supporting approximately 14,000 members in more than 300 local chapters throughout the United States and abroad. The mission of the AGO is to foster a thriving community of musicians who share their knowledge and inspire passion for the organ.

About the Convention
It is expected that there will be more than 1200 attendees at the AGO national convention in Kansas City. Attendees include organists, choir directors, handbell ringers, organ builders, professors, teachers, and organ enthusiasts.

Advertising Options

The Program Book
The program book is the primary tool for providing attendees with schedules, programming, and convention events. Program books are frequently kept long after the convention as keepsakes. The program book will be approximately 80 pages in length.

Concert Programs
Each concert will be accompanied by a printed program providing program and venue information. This will also be an opportunity for advertisers to place 1/2 page ads on the back cover of the concert programs. Full page color ads will be available for the opening, closing, and St. Cecilia concerts. This will be especially desirable to organ builders whose instruments will be played, or performers and management agencies who wish to promote their artists.

The Website
The convention website is visited regularly by members and non-members to access information about the convention, including registration, accommodations, performers, venues, and maps.

The Mobile App
The mobile app (for iOS and Android devices) is increasingly becoming the standard tool for communicating with conference attendees. Information such as attendee schedules, maps, stoplists, and performer bios will be available via the app. Based upon the usage at the 2016 AGO national convention in Houston, we expect that over 1000 attendees will download the app, and the app will be consulted over 50,000 times.

Tote Bag Fillers
Each attendee will be provided with a tote bag for use during and after the convention. The tote bag will include promotional materials such as a flyer, brochure, CD, thumb drive, or other agreed-upon items.
Print Requirements and Rates

Program Book and Concert Programs Specifications
- The convention is pleased to recommend skilled designers if needed.
- Printing process for the Program Book is offset lithography on excellent quality paper.
- All ads must be press-ready. Please submit press-optimized Adobe Acrobat PDF digital files with fonts and graphics embedded, and with all printer's marks.
- All images should be submitted with a resolution of at least 300 dpi.
- Color ads: All embedded graphics should be in CMYK color mode (not RGB).
- Black & White ads: All embedded graphics should be grayscale.

Conditions
Deadline
- All artwork is due by Monday, January 15, 2018. Submit all advertising materials to Maury A. Castro at maury.castro@agohq.org.

Contract and Copy Regulations
- All ads are non-commissionable. There are no cash discounts.
- All ads must be paid for in advance.
- Placement of advertising assumes agreement with all stated policies in this media kit.

General
- 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. Placement location within the magazine is not guaranteed, and is left to the discretion of the editor.
- 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 media kit or any amendment hereof.
- Advertiser and/or advertising agency assume liability for all content (incl. text and illustrations) of 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.
# Print Ad Sizes and Rates

## Program Book (8” X 10”)

<table>
<thead>
<tr>
<th>Four Color</th>
<th>Width (Inches)</th>
<th>Height (Inches)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover</td>
<td>8.125*</td>
<td>10.25*</td>
<td>$2,800</td>
</tr>
<tr>
<td>Inside Front Cover (sold)</td>
<td>8.125*</td>
<td>10.25*</td>
<td>$2,500</td>
</tr>
<tr>
<td>Inside Back Cover</td>
<td>8.125*</td>
<td>10.25*</td>
<td>$2,500</td>
</tr>
<tr>
<td>Full Page Bleed</td>
<td>8.125*</td>
<td>10.25*</td>
<td>$1,500</td>
</tr>
<tr>
<td>Full Page No Bleed</td>
<td>7</td>
<td>9</td>
<td>$1,500</td>
</tr>
<tr>
<td>Half Page Vertical</td>
<td>3.32</td>
<td>8.54</td>
<td>$850</td>
</tr>
<tr>
<td>Half Page Horizontal</td>
<td>6.83</td>
<td>4.17</td>
<td>$850</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>3.32</td>
<td>4.17</td>
<td>$500</td>
</tr>
<tr>
<td>Eighth Page (Business Card)</td>
<td>3.32</td>
<td>1.98</td>
<td>$250</td>
</tr>
</tbody>
</table>

*Live area: 7.5 x 9.5

## CONCERT PROGRAMS (8” x 10”)

<table>
<thead>
<tr>
<th>Full Page Bleed Color Back Cover</th>
<th>Width (Inches)</th>
<th>Height (Inches)</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening, Closing, St. Cecilia Concerts</td>
<td>8.125*</td>
<td>10.25*</td>
<td>$800</td>
</tr>
<tr>
<td>Full Page Bleed Color Inside Front and Inside Back Cover</td>
<td>8.125*</td>
<td>10.25*</td>
<td>$650</td>
</tr>
<tr>
<td>Opening Concert, Closing Concert, St. Cecilia Concert</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Half Page Horizontal Black/White Back Cover</td>
<td>7.5</td>
<td>4.6875</td>
<td>$450</td>
</tr>
<tr>
<td>All other concerts</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## *BUNDLE AND SAVE*

Exhibitors: Automatically receive 10% o all advertising in any media.

All others: Reserve one advertising medium (the highest cost), and receive 10% o all other advertising media.

Media include: Program Book, Concert Programs, Web Ad, Mobile App, Tote Bag Fillers
Web & App Requirements and Rates

Website General Information, Guidelines, and Specifications
- The convention is pleased to recommend skilled designers if needed.
- Ad space on any given page is limited, and is available on a first-come, first-served basis.
- Ad run will begin when the website is launched, most likely September 2017.
- All ads are labeled “advertisement.”
- The webmaster will track clicks on your ad and make the results available to you.
- All ads are subject to the approval of the convention, including, but not limited to, subject matter, size, image, hyperlink and typography.
- The convention reserves the right to remove advertisements at any time.
- The convention is not responsible for the design of ads or for errors.
- Ads will consist of a submitted image (without text) as well as a limited amount of text (up to 90 characters) that will be placed under the image, such as “XYZ Organ builders.” Please plan on submitting that text at the time of image submission.
- Resolution: 72 dpi; JPG files only
- Ads will be hyperlinked to the website of your choice. Please plan on submitting that information.

App General Information, Guidelines, and Specifications
- The convention is pleased to recommend skilled designers if needed.
- Ad space will be rotating, and is available on a first-come, first-served basis.
- Ad run will begin when the app is launched, during the first two weeks of June, 2018.
- All ads are labeled “advertisement.”
- Clicks on your ad will be tracked and the results made available to you.
- All ads are subject to the approval of the convention, including, but not limited to, subject matter, size, image, hyperlink and typography.
- The convention reserves the right to remove advertisements at any time.
- The convention is not responsible for the design of ads or for errors.
- Resolution: 72 dpi
- PNG, JPG, or GIF files only (animated GIFs subject to approval by the administrator; no flash)
- Ads will be hyperlinked to the website of your choice. Please plan on submitting that information.
- Ad artwork is due May 1, 2018.
# Sizes and Rates

## Website

<table>
<thead>
<tr>
<th>Description</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page Box</td>
<td>480x320 pixels</td>
<td>$750</td>
</tr>
<tr>
<td>Internal Page Box</td>
<td>480x320 pixels</td>
<td>$450</td>
</tr>
</tbody>
</table>

*High-profile pages such as performances, venues, performers, etc.*

## Mobile App

<table>
<thead>
<tr>
<th>Description</th>
<th>Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rotational banner</td>
<td>640 x 150 pixels</td>
<td>$750</td>
</tr>
<tr>
<td></td>
<td><em>for phones</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td>552 x 150 pixels</td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>for tablets</em></td>
<td></td>
</tr>
<tr>
<td></td>
<td><em>must submit both</em></td>
<td></td>
</tr>
</tbody>
</table>
Tote Bags

Tote Bag Sponsorship
- To underwrite the cost of the tote bags and have your logo and/or business name on the tote bag next to the convention logo, contact the advertising manager.
- The cost to underwrite the tote bags in full is $5000.

Tote Bag Fillers General Information, Guidelines, and Rates
- Items to be submitted include a flyer, brochure, CD, thumb drive, or other agreed-upon items.
- Materials must be received by May 31 in order to be included. If materials are not received by that date, there is no guarantee of inclusion in the tote bag. Refunds will not be provided.
- Flat fee of $500 for inclusion in the tote bag.
- Materials may be shipped to:

  Lynn Bratney  
  8137 N. Kirkwood Ave.  
  Kansas City, MO 64151

Reserving Space and Submitting Material

Reserving Space
- Visit www.AGOKC2018.com to reserve space now!
- All artwork should be submitted to Maury A. Castro at maury.castro@agohq.org. If an e-mail confirmation is not received within 24 hours of submission, please follow up by e-mail or phone.

Miscellany
- Exhibit booths: Exhibitors receive 10% off all advertising! For information about reserving an exhibit booth at the convention, please contact Tom Watkin, exhibits chair, at t.watgen.ago.2018@gmail.com

Contact
For all questions related to advertising, please contact:

Maury A. Castro, CAGO  
Advertising Manager  
AGO 2018 National Convention, Kansas City  
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New York, NY 10115  
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