



Front Cover
Reservation Kit
2019

THE AMERICAN ORGANIST Magazine
**American
Guild of
Organists**





TAO: Maximum Exposure

About the American Guild of Organists

The AGO is the national professional association serving the organ and choral music fields and supporting approximately 15,000 members in about 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.

Advertisers: Organbuilders; 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.

THE AMERICAN ORGANIST Magazine

THE AMERICAN ORGANIST magazine is the official journal of the American Guild of Organists and the Associated Pipe Organ Builders of America. Published monthly, it 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 and events; news of the profession and display advertising.

Issuance and Circulation: published monthly, twelve issues per year, reaching mailboxes on or about the 1st of the month. Circulation of approximately 15,000 includes all members of the American Guild of Organists, Associated Pipe Organ Builders of America, music schools, seminaries, libraries, and related arts organizations. Hyperlinked flipbook versions of the magazine are available to all members at www.agohq.org.

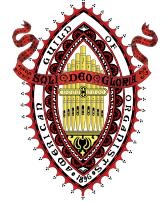


Front Cover Reservation Schedule

Reservations for the front cover of THE AMERICAN ORGANIST are taken during the first six months of every year, for the following year. Therefore, reservations for 2019 are made during the first half of 2018.

Members of the Associated Pipe Organ Builders of America will receive the first opportunity to reserve a cover. Then covers are made available to all other organbuilders. If any months remain unfilled, the option will be given to advertisers for a second cover during the two year period of 2019–2020.

One organ company may be represented on the cover in any two-year period, regardless of the organization/company paying or representing the company. The editor and advertising manager reserve the right to place any builder on any cover as scheduling necessitates.



Requirements and Rates

The purchase of a cover feature includes the cover and four pages of editorial with pictures. Additional pages of editorial may be purchased, if desired, which is determined mutually by the editor and advertiser after the initial material is submitted. The cover feature is also made available on the AGO website (www.agohq.org), and is highlighted by a prominent image in the horizontal slider on the home page.

Specifications

- Cover Photo: The front cover photo is taken very seriously by the editorial staff, and it is their goal to provide a professional presentation every month. This is best achieved when the photos are taken by a professional photographer. Please refer to the TAO Front Cover Photographer's Guide, available from the advertising manager, for complete information about images and specifications.
- Cover Content: No text will be permitted on the front cover.
- Article Photos: TIFFs or JPGs (high-resolution, original size, suitable for optimal print purposes, not web viewing). Submit four to seven photos (variety of portrait and landscape orientation) from which the editor may choose.
- Narrative and Organ Specifications: Submit as a Microsoft Word document. Word limit, which includes the stoplist: 1,700. Submissions exceeding the word limit will be returned to the advertiser for revision. The more concise the narrative, the more

photos can be placed. Consider directing readers to a website for more information. The editors suggest avoiding the model of various submissions from the builder, pastor, organ committee, etc. It is better to employ one author and create an interesting and novel narrative. Inclusion of the builder's logo is not part of the cover feature agreement.

- Stoplist: A stoplist must be submitted as a part of the front cover reservation. Consult past TAO cover feature articles for style (no footmarks, please).
- Audio Component: TAO is pleased to provide the option that builders submit an audio recording of the featured instrument so that readers can hear the instrument pictured and described in print. The audio file will be linked to the magazine by the printing of a QR code or web link. Please refer to the TAO Audio Guide for complete information.

Rates

	One-time Advertiser*	Six-time Advertiser*	Twelve-time Advertiser*
Front Cover	\$4,700	\$4,500	4,400
Additional Pages of Editorial	50% off current one-time full color page rate	50% off current six-time full color page rate	50% off current 12-time full color page rate

*Cover rates based on advertising frequency within magazine in any given calendar year. If a second cover is purchased within the specified current two-year period, the one-time advertiser rate will be applied.



Conditions

Deadline

- Closing date for all material (photos, narrative) is the 15th of the third preceding month (e.g., January 15 for the April issue).
- If the 15th falls on a weekend or holiday, the next business day serves as the deadline.

Contract and Copy Regulations

- First-time and non-domestic advertisers must pay in advance, when material is due.
- To earn the 12-issue rate, one must advertise in all 12 consecutive issues of the calendar year, beginning with the January issue. To earn the 6-issue rate one may advertise in any 6 issues within the calendar year.
- Bills are rendered at the beginning of the month of issue and are accompanied by 30 copies of the magazine. Payment must be made in U.S. dollars, by international money order, credit card, or

General

- The publishers reserve the right to decline any portion of submitted material, before or after published closing date, that does not meet with their approval. Acceptance of advertising does not imply endorsement.
- 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 reservation kit or any amendment hereof.
- Advertiser and/or advertising agency assume liability for all content (incl. text and illustrations) 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.
- TAO reserves the right to consult with the advertiser concerning

- All photos and narrative must be uploaded at this website: <http://www.theneopress.com/tao>.

by a check drawn on a U.S. bank. Payment is due within 30 days. 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 AGO regardless of whether they have already paid the defaulting agency for the space. Placement of advertising in TAO assumes agreement with all stated policies in this kit.

the final image reproduced on the cover. The editor reserves the right to request the following:

- a. To have the photo retaken for reasons such as blown out windows, blown out lighting, insufficient sharpness or resolution, or any distracting or unattractive components that will detract from or diminish the photo.
 - b. If the photo is usable, but needs extensive editing for print purposes, to charge an extra fee on an hourly basis to have our graphics department prepare the photo for print.
- TAO has professional photographers that are available for a fee. They will travel to your location and prepare the photographs specifically for print production for you. Please reserve this service well in advance of your cover deadline.

Audio File Submission



Cover advertisers may choose to submit an audio recording of the featured instrument so that readers can hear the instrument pictured and described in print. The audio file will be indicated in the magazine by the printing of a QR code or web link. A QR code is a pattern of black squares arranged on a grid which can be read instantaneously by Smart Phones and tablet computers to provide easy access to a digital file to users of these devices. The file will be embedded on the AGO's website, and will also be featured in the AGO's monthly blog, on its Facebook page, and on its website. The file will become a permanent part of the AGO's searchable archive of featured instruments. Examples of this specifically on the AGO website may be found here beginning with the December 2016 cover feature: <https://www.agohq.org/category/tao-feature-articles/>

Submission Requirements

- Advertiser will deliver at advertiser's expense a professionally recorded MP3 audio file or YouTube video of a performance on the featured instrument when all other cover materials are due. The submission will include the following information:
 - a. Title of work
 - b. Composer
 - c. Performer
 - d. Recording date
 - e. Length of recording
 - f. Venue
 - g. City and state
 - h. Name of organ builder
- The MP3 audio file may be delivered by email or using our Dropbox web uploader. If a YouTube video is to be used, please provide a direct URL to the specific YouTube page on which it is found. TAO strongly recommends using a YouTube video (even if the graphic is only a single photograph of the instrument) over an audio file.
- The file and/or information should be submitted in the same manner as all other cover materials.
- Advertiser will obtain all rights and clearances pertaining to both artists and music licensing for publication of the recording in perpetuity on the website of the American Guild of Organists.
- Advertiser indemnifies the American Guild of Organists and The American Organist magazine from any and all claims arising from the performer or from copyright infringement. YouTube often marks musical selections as copyrighted, and may be rejected or flagged. It is the advertiser's responsibility to be sure the video is approved by YouTube.
- The recommended length of an MP3 file is no more than 10 minutes. If the recording is on YouTube, it may be longer, but at the discretion of the TAO Advertising Manager.
- The AGO reserves the right to reject publication of any recording which, for technical or artist reasons, is deemed unacceptable.
- The recording shall represent one continuous performance (not a collection of excerpts from longer works or an organ demonstration).
- The recording may feature standard solo organ repertoire, improvisation, or hymnody.
- The recording may not include any spoken word. Recordings that include spoken word cannot be accepted.
- The recording may not contain any advertising pertinent to the builder or its services.

Contact and Miscellany



Miscellany

- Convention Advertising: Advertising is available at regional (odd years) and national conventions (even years). Convention advertising for the 2020 National AGO Convention in Atlanta is available by contacting the AGO National Advertising Manager, Maury A. Castro. Go to www.agohq.org to learn more about the regional conventions, and how to advertise.
- Mailing List Rental: Any portion of the AGO postal mailing list may be rented for one-time use. Follow this link for complete details: <https://www.infocusmarketing.com/lists/American-Guild-of-Organists-AGO-Member-Mailing-List?type=1>. The AGO does not offer e-mail address lists.
- Cover photo: Parsons Pipe Organ Builders, St. Mary's Church, Auburn, New York.

Subscriptions (12 month)

- United States addresses: \$70
- Outside of the United States: \$90
- Online access only worldwide: \$62

Subscribe at www.agohq.org or send check with name and address to:

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

Contact

For all questions related to advertising, please contact:

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