



# **BLUEGRASS CANADA**

The official magazine of the Bluegrass Music Association of Canada



## **MEDIA KIT**

### **ADVERTISING SPECIFICATIONS FOR MAGAZINE AND WEBSITE**

#### **\*MEMBERS PRICE LIST\***

# ADVERTISING WITH BLUEGRASS CANADA

## PARAMETERS FOR THE MAGAZINE

Bluegrass Canada magazine is published online in an interactive, full colour format. Members are able to download a full-colour PDF copy for their own purposes.

In addition, for those members with slow internet service or for those who just prefer a physical copy, the magazine is printed and distributed. In this case, it is grayscale on high quality, glossy-coated text stock with heavy cover stock.

As we expect the majority of BMAC members will embrace the online version, all advertising is quoted on the basis of a full-colour process.

All print ready submissions should be in four-colour CMYK and images should be scanned at 300 dpi.

File formats accepted are: **EPS, PDF, PSD, JPG, TIFF**

Storage/transmittal accepted are: **DROP-BOX, EMAIL, CD-ROM, DVD-ROM and USB DRIVE.**

Changes to ads within the contract period are the sole responsibility of the advertiser. All new ads must be submitted by the issue deadline and approved by the publisher.

### IMPORTANT:

Magazine ads are specified in non-bleed sizes. Ads exceeding the specified size parameters will be either trimmed or re-sized as appropriate to fit the requirements.

Please address all enquiries on advertising matters to our Advertising Manager:

**Susan Nelson**  
**theartofsusannelson@silomail.com**

### SUBMISSION DEADLINES

January (AWARDS Issue)	15 November
April (FESTIVAL Issue)	15 February
July (BANDS Issue)	15 May
October (MEDIA Issue)	15 August

## PARAMETERS FOR THE WEBSITE

Bluegrass Canada's web presence includes an up-to-date calendar of events happening across Canada. The Calendar is geographically sensitive to the computer user's location and displays events happening within his/her local region.

In addition, the website offers superlative value for advertisers by including a hyperlink to the advertisers' own page within the Resources section, or if preferred, a direct link to a PDF document, such as a festival flyer, or a link to the advertiser's own website. A banner ad placed in this way, on the home page of [bluegrasscanada.org](http://bluegrasscanada.org) is a very cost-effective method of driving customers to your advertisement.

All Online Magazine ads are hyperlinked directly to the advertiser's own website, or to the BMAC online profile page, as indicated in the ad order.

Ads must be received in 72dpi, RGB color mode and in the proper dimensions.

(950px v 160px for the centre section)

(200 x 50 for the sidebar).

### IMPORTANT:

The Bluegrass Canada website has been developed with advanced 'responsive' technology to permit proper viewing on all display sizes, from large widescreen monitors to small handheld devices such as smart phones and ipads. This means that content such as images are dynamically resized to fit the user's display requirements and may be shifted and displayed in a different position or order.

## BLUEGRASS CANADA MAGAZINE - ADVERTISING RATES FOR MEMBERS

AD SIZE	FULL COLOUR		
	ISSUE	ANNUAL	
1/6 Page (Business Card)	\$30.00	\$96.00	
1/3 Page	\$54.00	\$173.00	
1/2 Page	\$97.00	\$310.00	
Full Page	\$175.00	\$560.00	
<b>AD SIZE - Home page Banner 420px by 160px</b>			
Home Page link to Full Ad or to Advertiser's website.			
(Website sizes are approximate. The page layout in a website is more fluid and variable than print media. A web ad means a separate page with a link from the main advertising page. eg: Your link on the HOME page when selected takes you to a full page devoted to your advertisement, or to your own website.)			

# SPECIFICATIONS FOR MAGAZINE ADS

Bluegrass Canada magazine ad layout specifications.

