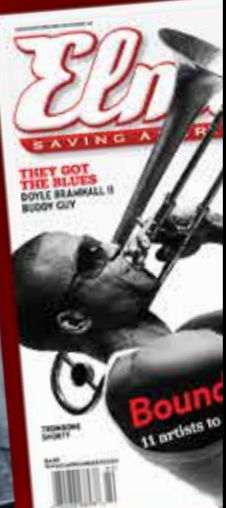
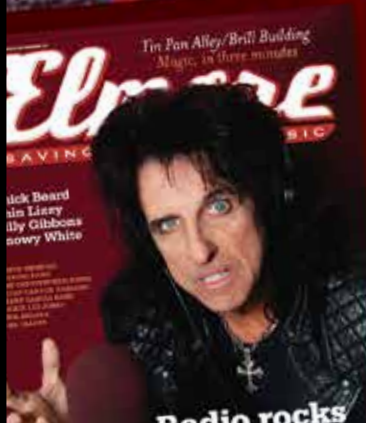


# Elmore

# MEDIA KIT 2014





# THE COMMUNITY



ELMORE reaches the two **MOST ACTIVE MUSIC CONSUMER** groups available to a music marketer—the hundreds of thousands of **DEVOTED MUSIC AFICIONADOS** who support the music with their time and money, and the **TASTEMAKERS AND INFLUENCERS** sought for musical advice and recommendations. Our informed editorial taps into **THE PASSION THAT DRIVES ACTIVE CONSUMERS**, performers, and industry professionals alike with extensive reviews and engaging features **WRITTEN BY MUSIC INSIDERS**.



**B.B. King**

# ELMORE READERS



**FACT** 69% OF READERS GO ONLINE TO DOWNLOAD SONGS

40% of Elmore Readers have downloaded 20 or more songs this year

and more than half of those have downloaded 50+

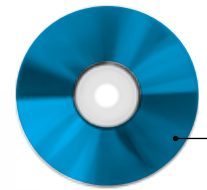
36%  
Listen to internet radio

52%  
Check out artist bios

64%  
Look for tours, concert info, and buy tickets

43%  
Watch videos

**53%** OF OUR READERS PLAY ONE OR MORE MUSICAL INSTRUMENT INCLUDING GUITAR, BASS, KEYBOARD DRUMS, BRASS/WOODWIND



**FACT**

100

percent of readers have gone to live music events this year, and about half have gone to 12 or more



3%  
BRASS/  
WOODWIND

10%  
DRUMS

13%  
KEYBOARD

14%  
BASS

43%  
GUITAR

51%  
OTHER

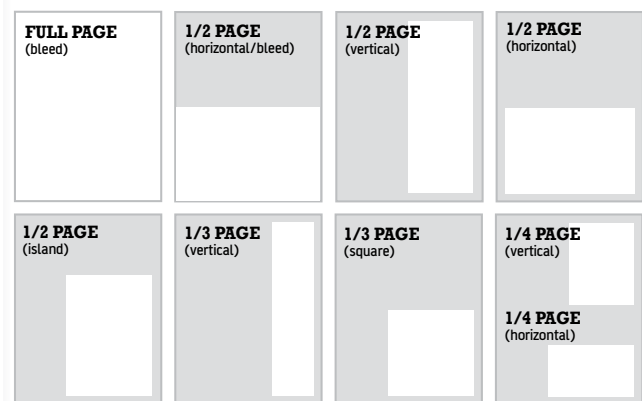
# RATES & DATES

COVERS	OPEN	3X	6X
COVER 4	\$2500	\$2000	\$1700
COVER 2	\$2330	\$1864	\$1585
COVER 4	\$2110	\$1688	\$1435

SPEC	OPEN	3X	6X
1/4 PAGE	\$650	\$520	\$442
1/3 PAGE	\$825	\$660	\$561
1/2 PAGE	\$1160	\$928	\$789
FULL PAGE	\$1850	\$1480	\$1258

- > All rates are per issue.
- > Additional charges may apply for ad copy creation and/or any adjustments required by our Art Staff. Please ask about our frequency discounts, indie band and special marketplace opportunities.
- > Banner ads and sponsored links are available on [elmoremagazine.com](http://elmoremagazine.com).

AD SPEC	DIMENSIONS (IN INCHES)
FULL PAGE	8.625 x 11.125
1/2 PAGE (HORIZ. BLEED)	8.5 x 5.5
1/2 PAGE (HORIZ.)	7.375 x 4.875
1/2 PAGE (VERT.)	3.625 x 9.75
1/2 PAGE (VERT. ISLAND)	4.8125 x 7
1/3 PAGE (VERT.)	2.25 x 9.75
1/3 PAGE (SQ.)	4.8125 x 5
1/4 PAGE (HORIZ.)	4.8125 x 3
1/4 PAGE (VERT.)	3.5625 x 4.75



ISSUE	RESERVE	CLOSE	STREET
#60 J/F '14	THU 12/5/13	FRI 12/13/13	WED 1/8/14
#61 M/A '14	THU 2/6/14	FRI 2/14/14	FRI 3/7/14
#62 M/J '14	THU 4/10/14	FRI 4/18/14	FRI 5/9/14
#63 J/A '14	THU 6/5/14	FRI 6/13/14	FRI 7/4/14
#64 S/O '13	THU 8/7/14	FRI 8/13/14	FRI 9/5/14
#59 N/D '13	WED 10/8/14	FRI 10/17/14	FRI 11/7/14

## DIGITAL FILE REQUIREMENTS

Elmore utilizes a digital workflow and we require all ad materials be submitted in a digital format. Supplied materials that do not comply with the following specifications will be corrected and advertiser will be billed for the required production. **HOLD LIVE MATTER 1/4" (.25 IN) FROM TRIM ON ALL SIDES.**

Note: Partial ads with bleed should be built for left or right-hand placement. Please contact your Elmore representative for additional information.

**PREFERRED FORMATS** PDF/X-1a, PDF/X-3, PDF/X-4, TIF, and JPG files. All files should be created and submitted at 300 dpi. **PDF/X standard files are preferred over all other digital formats.**

**AD SIZES** All ads must be created to exact size specifications on the rate card, or will incur charges for re-sizing. No live matter within 1/4" of gutter or trim.

**FONTS** PDF files must have all fonts embedded. All native format files must be accompanied by the screen and printer fonts used in those files. Apple TrueType fonts should NOT be used. Black type on white background should be defined as 100% black ONLY.

**PHOTOS** All 4-color scans must be 300 dpi in CMYK. All B/W scans must be 300 dpi grayscale. If RGB images are in supplied file, we will automatically convert to CMYK at \$15 per image.

**GRAPHICS** TIFF; EPS (for Illustrator and Freehand EPS files, fonts must accompany file even if text has been converted to paths); JPEG (charges will be added for images requiring conversion to TIFF or EPS). All files must be in CMYK.

**MEDIA TRANSFER** Please email ads to [artwork@elmoremagazine.com](mailto:artwork@elmoremagazine.com).

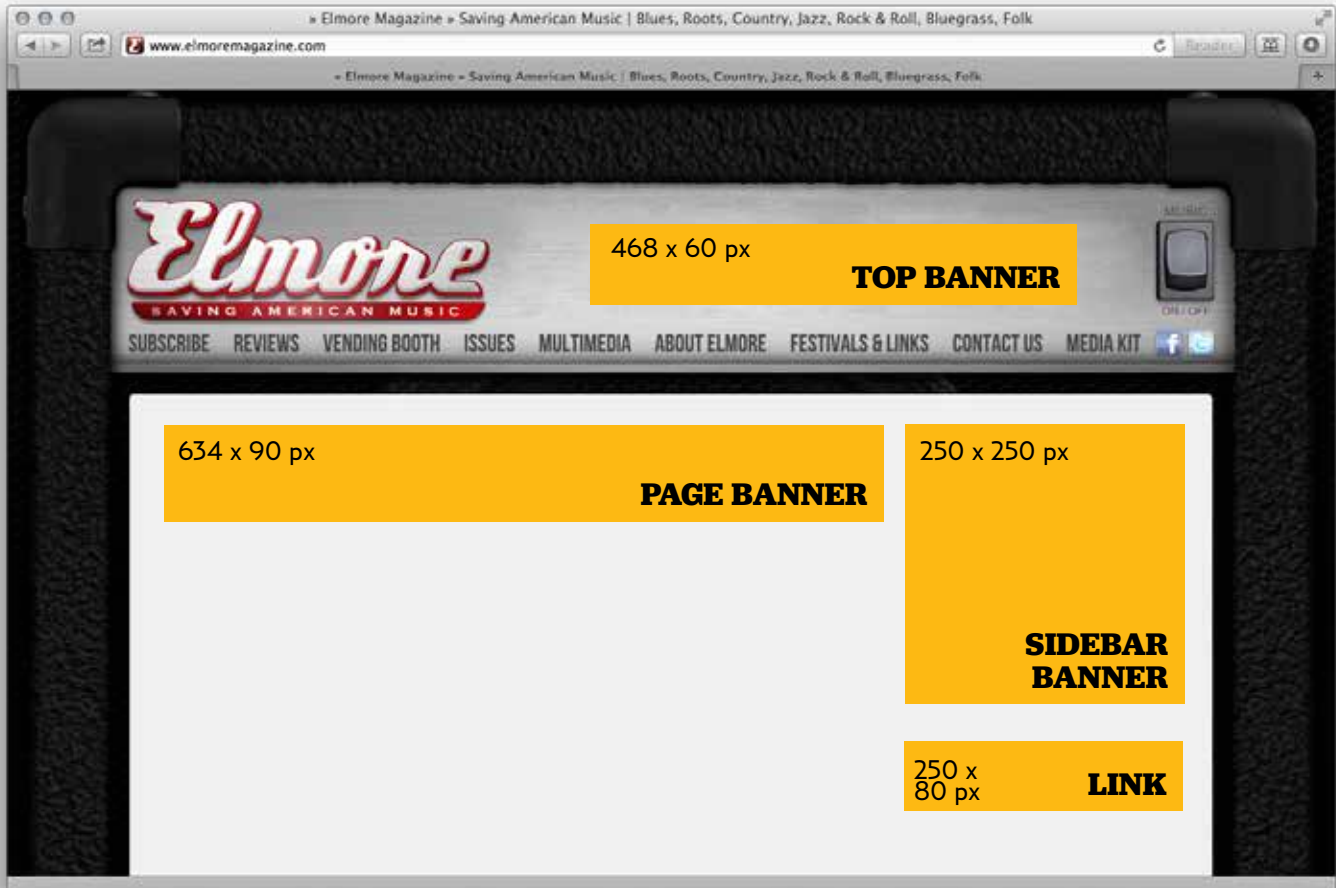
Files over 10mb should be transferred via FTP using the login and instructions provided by your Elmore advertising representative. Please ZIP your ad files before uploading and include your company name in both the PDF and ZIP file names.

## CONTACT

For more information, please contact  
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 Director of Advertising & Promotion, at  
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 Brooklyn, New York 11229-7160  
 (347) 254 6753  
[howard@elmoremagazine.com](mailto:howard@elmoremagazine.com)



# ELMOREMAGAZINE.COM



ElmoreMagazine.com, the magazine's online companion, contains the latest **show information, reviews, blogs** and more, all curated by our editors from around the internet. Additionally, the **E-More newsletter** delivers to the entire *Elmore* audience's email inbox regularly, with the latest news on your favorite American Music artists.



AD	POSITION	AVAILABILITIES
TOP BANNER	Site header	1
PAGE BANNER	Top of homepage	1
SIDEBAR BANNER	In rotation on the right side	up to 10
SPONSORED LINK	Links page, right side rotation	3

**CONTACT** For more information, please contact **HOWARD B. LEIBOWITZ**, Director of Advertising & Promotion, at Post Office Box 297160, Brooklyn, New York 11229-7160, (347) 254 6753, [howard@elmoremagazine.com](mailto:howard@elmoremagazine.com)