

# Rate Card



July 2017 • Volume 60 • Number 1  
the pitch pipe

Success!



SWEET ADELINES  
INTERNATIONAL

# Sweet Adelines International

Founded in 1945, Sweet Adelines International is a worldwide organization of women singers committed to advancing the musical art form of barbershop harmony through education and performance. Its members are women who are high achievers, well educated, travel frequently, buy performance wear, love to shop, are interested in self-improvement and have substantial disposable income. To serve its members, Sweet Adelines International publishes a quarterly magazine, *The Pitch Pipe*, maintains an informative and up-to-date Web site, holds the annual international competition and convention, organizes the International Education Symposium (IES) and produces a variety of CDs, videos, handbooks and sheet music.

## ABOUT THE PITCH PIPE

The official publication of Sweet Adelines International, *The Pitch Pipe* is a quarterly magazine published in January, April, July and October. It is sent to all paid members and subscribers. *The Pitch Pipe's* purpose is to inform, educate, and recognize members of Sweet Adelines International. Departments include Chorus Beat, Global Beat, 'Round the Regions, Young Women in Harmony, Generation Barbershop and Spotlight. Circulation is around 30,000, including members and prospective members of Sweet Adelines International and subscribers in the United States, Australia, Canada, England, Finland, Germany, Ireland, Japan, Mexico, The Netherlands, New Zealand, Scotland, Sweden and Wales.



*Advertising opportunities that  
hit the right note!*

## ABOUT [WWW.SWEETADELININTL.ORG](http://WWW.SWEETADELININTL.ORG)

The Sweet Adelines International Web site was inaugurated in 1995. The site has undergone major renovations recently, making navigation easier and adding several interactive features such as a convention registration forms and online product sales. The most commonly accessed pages include the home page, competition results, sales, regional competition and international convention pages.

## OTHER ADVERTISING OPPORTUNITIES WITH SWEET ADELINES INTERNATIONAL

**Exhibit:** Be a vendor at Sweet Adelines International's Harmony Bazaar—a tradition at the annual convention and competition. Contact the convention department at 800.992.7464 for assistance with the specific list, quantity and cost. Packages are available.

**Advertise:** Advertise in the convention program, on video billboards at convention, or in the convention newsletter.

**Mail Direct:** Sweet Adelines International's active member list can be rented. Contact the finance and administration department at 800.992.7464 for assistance with the specific list, quantity and cost.

# The Pitch Pipe

## SIZES, DIMENSIONS & RATES FOR INSIDE ADS

Full page bleed 8.75" x 11.125" \$950 ORG* \$1,160 COM** Inside covers: \$1,100 ORG \$1,300 COM	Full page 7.5" x 10" \$950 ORG \$1,160 COM Inside covers: \$1,100 ORG \$1,300 COM	1/2 page vertical 3.5" x 10" \$510 ORG \$700 COM	1/2 page island 4.75" x 7.5" \$510 ORG \$700 COM
1/2 page horizontal 7.5" x 4.75" \$510 ORG \$700 COM	1/3 page vertical 2.25" x 10" \$350 ORG \$480 COM	1/3 page square 4.75" x 4.75" \$350 ORG \$480 COM	1/4 page vertical 3.5" x 4.75" \$265 ORG \$370 COM

## CLASSIFIED ADVERTISING

Classified advertising must be received two months preceding the month of publication. Payment for classified advertisements received after the published deadlines are automatically rolled to the next issue. Classified ad rates are \$40 for up to 75 words. For an additional \$10 your ad can appear in the magazine and on the classified section of the Sweet Adelines International Web site. Ads will be posted on the Web site the first working day of the month and appear on the site throughout the month.

## LATE COPY

Advertiser assumes full responsibility for errors or reproduction problems on any material received after normal closing date or any material not received according to submission specifications.

## BACK COVER

Full page only \$2,000. Rate includes color. Frequency discount does not apply. Not available for the January issue.

## COLOR CHARGES

The base advertising costs are for black and white ads only. Four-color options are available and reasonably priced. The cost to add four-color to a 1/4 page ad is base cost plus \$300, base plus \$325 for a 1/3 page ad, base plus \$350 for a 1/2 page ad and base plus \$600 for full page ad. For a second (two-color or spot) color, add \$200 to the base cost of any ad.

## DEADLINES

**Issuance:** 1st week of January, April, July and October

Issue	Space Reservations	Materials
January	October 15	November 1
April	January 15	February 1
July	May 1	May 15
October	July 1	July 15

## DISCOUNTS

Discounts apply to both rate classes. For quantities of four, six and eight insertions in any 24-month (2-year) period, frequency rates of 10%, 15% and 20% respectively are given. Unless the multiple insertions are contracted for in advance, advertisers will be billed at the one-time rate. Short rates will be issued if fewer insertions are made than were originally contracted.

**Web site package:** *The Pitch Pipe* advertisers who buy at least two ad spaces within a 12-month period get a 20% discount on a 3-, 6-, or 12-month Web site banner ad within the same 12-month period.

**Mailing list package:** *The Pitch Pipe* advertisers who buy at least two ad spaces within a 12-month period get a 20% discount on Sweet Adelines mailing lists rented within the same 12-month period.

A signed advertising contract must be in place in order to receive discounts.

## BILLING

Display advertising for established advertisers is billed after publication. Payment is due within 30 days of receipt of invoice. First-time commercial advertisers must pay in advance.

Publisher reserves the right to reject ad cancellation requests. If you have an advertising contract in place and cancel before the end of the contract, the publisher reserves the right to collect remaining funds due through the end of the contract. It will be your obligation to pay for contractual obligations.

\*Organizational Group Rate (ORG) applies to products (including recordings) or services advertised by Sweet Adelines International quartets, choruses, or regions, for the benefit of the group.

\*\*Commercial Rate (COM) applies to members and businesses advertising products or services for personal or personal business profit.

# Technicalities

## MECHANICAL REQUIREMENTS

**Magazine Trim Size:** 8-3/8 x 10-7/8

**Printing Method:** Offset, sheetfed

**Screen Size:** Halftones, 133-line screen or less

**Advertiser's Proofs:** Proofs are required to accompany all ads.

**Composition:** Typesetting for display ads billed at additional costs.

**Storage and Material:** Electronic files and proofs will be kept for one year, unless other instructions are received from the advertiser.

**Binding Method:** Single fold, saddle stitch

All ads must have a pixel resolution of at least 300 dpi.

## ELECTRONIC AD SUBMITTAL

To insure a quality product, Sweet Adelines International will only accept the following file types. All advertising must be submitted digitally.

### IF MAILING DISK, PLEASE SEND ONE OF THE FOLLOWING:

- CD-ROM
- ZIP disk (100MB or 250MB)

### ACCEPTED FILE TYPES:

- Preferably EPS, TIF or High Resolution PDF.
- Other file types: QuarkXPress, Adobe Illustrator,
- Adobe Photoshop or Adobe InDesign
- Compressed files: Stuffit or Zip self-extracting archives of either Windows or Macintosh operating systems.

### IMPORTANT NOTES:

- Please include all imported artwork and fonts.
- Microsoft Word (.doc) files are not accepted.
- All color ads must be submitted in CMYK.
- Advertisers should not use images from the Internet, as they are low resolution and print poorly on an offset press. Internet images are also in RGB mode and can produce unexpected results.
- In all cases, even if you are e-mailing the ad, a hard copy proof of your advertisement is required. If your ad is in color, a color proof is required.
- Avoid using generic names to label files. All supporting images should have file names that include the prefix of the initials of the advertiser's company. EXAMPLE: singasong.eps, tunes.tif, etc. Do not label your ad "Sweet Adeline ad."

## CREATIVE SERVICES

Sweet Adelines International's Communications Department can design your ad. For each designed ad there will be an additional charge of \$50. Please call or e-mail the publications manager for more information or to request an ad. All ads created by Sweet Adelines International will have advertiser's approval prior to publication.

## MAILING INSTRUCTIONS

All advertising contracts, insertion orders, correspondence, proofs, copy and complete advertising material for *The Pitch Pipe* should be mailed to:

Joey Mechelle Stenner  
Publications Manager/Editor  
Sweet Adelines International  
9110 S. Toledo  
Tulsa, OK 74137

E-mail: [joey@sweetadelineintl.org](mailto:joey@sweetadelineintl.org)  
Phone: 918.622.1444  
Toll free: 800.992.7464  
Fax: 918.665.0894



# www.sweetadelineintl.org

## BANNER ADS

- Enhance your business image with a banner ad.
- Banner ads may link to your Web site.
- Banner ads can change with your business, updates are immediate.
- Maximize your message using customized design and animation.

Advertising banners appear on the Popup, Classified Ads, Sales and Harmony Mall web pages. Advertiser will need to provide the URL for linking the graphic to their page. Rates are per calendar month and will be prorated to reflect any differences.

## CONTRACT SCHEDULE

Length of Time	Charge per Month	Total
1 month	\$75	\$75
3 months	\$65	\$195
6 months	\$54	\$324
12 months	\$42	\$504
Convention month	\$175	\$175

## FILE SIZE

Banner ads shall not exceed 12K in size. GIF or JPEG format is recommended. Animation is allowed, but cannot exceed memory size (12K).

## DIMENSIONS

266 pixels x 52 pixels (3.694" x .722") at 72 dpi.

## ADDITIONAL FEES

If unusual production time or excessive changes/alterations are required for the initial advertisement banner, you will be assessed additional charges at the rate of \$35/hour.

## WEB CLASSIFIED ADVERTISING

Web classified advertising is \$40 for up to 75 words. Ads will be posted on the Web site once payment has been received and appear on the site for one month. To advertise in *The Pitch Pipe*, please refer to *The Pitch Pipe* Advertising section.

## ADVERTISING DURING INTERNATIONAL CONVENTION & COMPETITION

www.sweetadelineintl.org is a popular place during regional and international competitions. Traffic increases as members log on to see how their favorite choruses and quartets are doing. To advertise on convention pages during the annual international convention or the international education symposium, contact the communications department. Package options are available.

**RESTRICTIONS:** Sweet Adelines International welcomes any special requests or promotional ideas and reserves the right to accept or reject promotions on individual merit. All advertising is subject to policies and guidelines established by Sweet Adelines International, as published in the Sweet Adelines International Policy Book. Sweet Adelines International reserves the right to refuse and/or limit advertising submitted for use in its official publications, as governed by the policies and bylaws of the organization. Products and services advertised shall be related to the activities of the organization or to other areas of interest to women. Restrictions include, but are not limited to, alcohol, tobacco and firearms. Products, services and advertisements shall be in good taste and in keeping with the desired image of the organization, as determined by the editorial review board.

**The following disclaimer is published with all ads:** The acceptance of advertisements by Sweet Adelines International does not necessarily signify endorsement of the products or services.

All rates are effective as of July 1, 2007.

**LIABILITY:** Advertisers and advertising agencies assume liability for all content of advertising printed, and are responsible for all claims made against the publisher arising from printed advertising.

**PUBLISHER'S RIGHTS:** The publisher reserves the right to reject any advertisement at the publisher's discretion.

**PREPAYMENT:** Prepayment required to accompany ad for first-time advertisers or at the discretion of the publisher.



SWEET ADELINES INTERNATIONAL  
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TULSA, OK, U.S.A. 74137-2700  
918.622.1444 • 800.992.7464  
[WWW.SWEETADELINEINTL.ORG](http://WWW.SWEETADELINEINTL.ORG)