

MUSICROW

ADVERTISING RATE CARD

2022

NEWS & ANALYSIS

MusicRow is written for people who work in the music business. It began in 1981 and has been Nashville's leading music industry publication for over 35 years.

Members receive a combination of digital information streams: twice-daily news emails, the *MusicRow* Weekly including the CountryBreakout Radio Chart and Top Songwriter Chart, breaking news emails and six annual print issues including the indispensable InCharge, Artist Roster, Publisher and Touring & Next Big Thing Issues.



COMPREHENSIVE INDUSTRY DISTRIBUTION

The most effective way to target your message directly to the Nashville music industry.

MusicRow blankets the Nashville music industry including labels, managers, talent agents, publishers, songwriters, musicians, artists, producers, engineers and more.

MusicRow reaches key tastemakers in the music industry.

Morning and Afternoon News and the CountryBreakout Radio Chart reach industry readers including country radio stations. The CountryBreakout Radio Chart gathers weekly radio research from 70+ reporting secondary radio stations nationwide.

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2022 PRINT EDITORIAL CALENDAR

FEBRUARY/MARCH — Country Radio & Streaming Issue

SPACE DEADLINE: 1/28 • STREET DATE: 2/23

CAMERA READY ART DEADLINE: 2/8

This issue announces the winners of *MusicRow's* annual CountryBreakout Awards. The CountryBreakout Awards are based on chart spins. Bonus distribution at Country Radio Seminar.

APRIL/MAY—InCharge Issue

SPACE DEADLINE: 3/25 • STREET DATE: 4/19

CAMERA READY ART DEADLINE: 4/5

This indispensable annual guide contains carefully updated bios, phone numbers, email addresses and photos of the elite group of top decision makers in Nashville's music industry.

JUNE/JULY—Artist Roster Issue

SPACE DEADLINE: 5/13 • STREET DATE: 6/14

CAMERA READY ART DEADLINE: 5/31

This issue includes a comprehensive directory of label rosters, plus address/phone/email contacts for artists' labels, managers, talent agencies, publicists and other services.

AUGUST/SEPTEMBER—*MusicRow* Awards

SPACE DEADLINE: 7/15 • STREET DATE: 8/16

CAMERA READY ART DEADLINE: 7/26

MusicRow's annual industry-voted awards print issue honors producers, labels, talent agencies, songwriters, artists, publishers, and musicians for their work over the past year.

OCTOBER/NOVEMBER—Publisher Issue

SPACE DEADLINE: 9/2 • STREET DATE: 10/4

CAMERA READY ART DEADLINE: 9/20

Dedicated to Nashville's creative community, this issue offers a Publisher Directory and a look at the latest business trends in the publishing and songwriting community.

DEC. 2022/JAN. 2023—Touring & Next Big Thing Issue

SPACE DEADLINE: 10/21 • STREET DATE: 11/29

CAMERA READY ART DEADLINE: 11/8

This issue highlights all aspects of the touring business, featuring the expanded Touring Directory. It also features *MusicRow's* selection of its Next Big Thing artists and N.B.T. industry directory who are set to escalate to a new level in the years ahead.



PRINT AD RATES & DISCOUNTS (4 COLOR)

Size of Ad	Single Insertion	5 or more insertions	Size of Ad	Single Insertion	5 or more insertions
Back Cover	\$1,795	\$1,545	Full Page	\$1,495	\$1,250
Inside Front Cover	\$1,695	\$1,445	Two-thirds Page	\$1,125	\$950
Page 3, 5, 7, 9, 11, 13, 15	\$1,595	\$1,345	Half Page	\$925	\$785
Inside Back Cover	\$1,595	\$1,345	One-Third Page	\$750	\$650
Two Page Centerfold	\$2,600	\$2,250	Sixth Page	\$600	\$525

PRINT MECHANICAL REQUIREMENTS

All finished artwork can be submitted digitally via email or by file transfer to art@musicrow.com.

COMPATIBLE SOFTWARE:

- InDesign
- Photoshop
- Illustrator (all fonts must be converted to outlines)
- Acrobat

We CANNOT accept PageMaker, Publisher or QuarkXpress files. If you are creating an ad using software that is not on this list, it must be saved as an eps, tiff, jpg or pdf.

ACCEPTABLE AD FORMATS:

- PDF (embed all fonts. Image resolution: 300 dpi)
- TIFF (CMYK, 300 dpi)
- JPG (CMYK, 300 dpi)
- EPS (all fonts must be converted to outlines)
- Packaged InDesign document (include all fonts and links)
- Resolution for color and grayscale images must be 300 dpi. (300 dpi must be the original resolution. Taking a 72 dpi image and upping its resolution will make the image pixelated and blurry.)
- Please **save all color art as CMYK** (not RGB or PMS) and all non-color art as grayscale or black.
- *MusicRow* uses a 133 line screen for halftones. Allow for a 15% dot gain.

PLACEMENT:

All advertising appears “**run of the book.**” Acceptance of copy subject to publisher’s approval. *MusicRow* reserves the right to mark as “advertisement” any ad copy simulating editorial content.

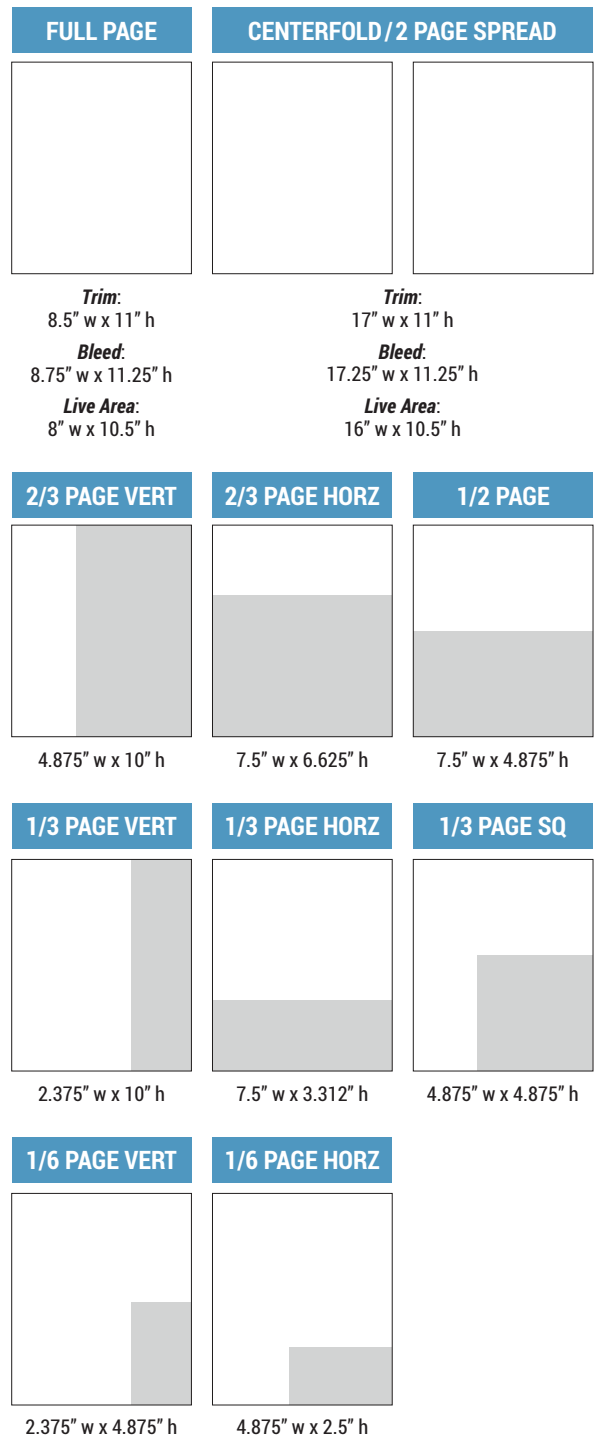
PAYMENT:

All accounts paid with order. There will be a 1.5% monthly finance charge after 30 days.

ART & DESIGN SERVICES:

MusicRow will prepare ads from your copy, photos and/or logo. *First **30 minutes** of design time are complimentary with purchase. Additional design time is **\$100/hr.**

Print design requests and artwork assets must be submitted by the space deadline (see pg. 2 for deadlines).



WEBSITE

TOP BANNER No more than four ads rotate in this spot.

1 week (Mon.-Sun.) \$695

SPOTLIGHT BANNER No more than three ads rotate in this spot.

1 week (Mon.-Sun.) \$620

SIDE BANNER No more than two ads rotate in each spot.

1 month \$540 per month

3 months \$490 per month

DOUBLE SIDE BANNER No more than two ads rotate in each spot.

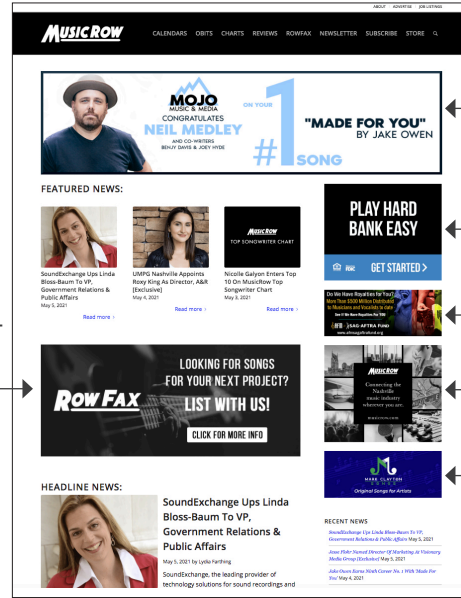
1 month \$940 per month

3 months \$820 per month

Suitable formats include jpg or animated gif.

Top Banner	1920px w x 500px h
Spotlight Banner	1150px w x 500px h
Side Banner	600px w x 240px h
Double Side Banner	600px w x 500px h

*All digital ad artwork is due the Wednesday before the scheduled run date.



DAILY NEWS EMAILS

MORNING NEWS Sent to *MusicRow* members and radio reporters every morning (Mon.-Fri.) with links to the day's morning stories.

Monthly Email: Calendar (Position 1) \$2,475

Weekly Email: Mon.-Sun. (Positions 2-3) \$825

AFTERNOON NEWS Sent to *MusicRow* members and radio reporters every afternoon (Mon.-Fri.) with links to the day's afternoon stories.

Monthly Email: Calendar (Position 1) \$2,475

Weekly Email: Mon.-Sun. (Positions 2-3) \$825

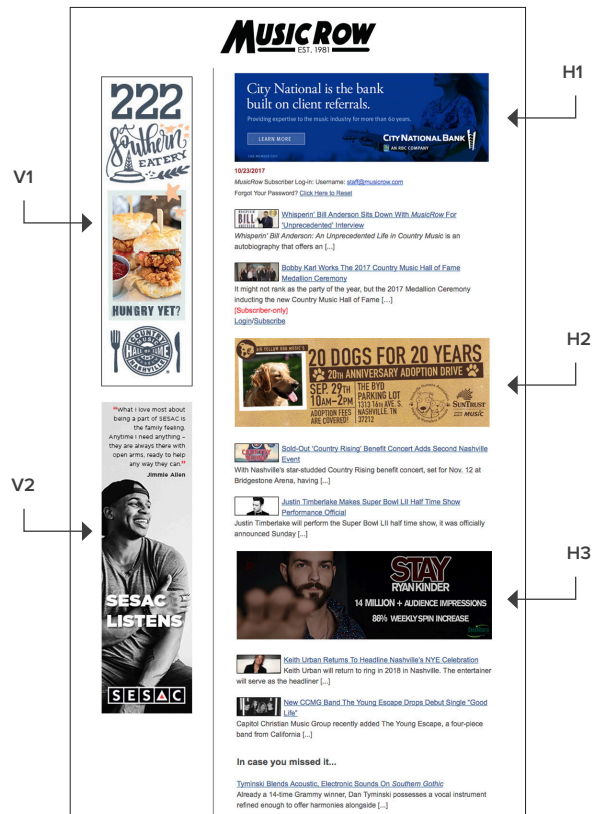
Ads can be linked to music, video or web pages and updated as desired. Five spots available:

Horizontal 1 (H1)	Vertical 1 (V1)
Horizontal 2 (H2)	Vertical 2 (V2)
Horizontal 3 (H3)	

Suitable formats include jpg or animated gif.

Horizontal Banner	500px w x 175px h
Vertical Banner	160px w x 550px h

*All digital ad artwork is due the Wednesday before the scheduled run date.



MUSICROW WEEKLY DIGITAL NEWSLETTER

Delivered to the *MusicRow* industry every Friday, and available for download at musicrow.com. Includes industry news, CountryBreakout Radio Chart, Top Songwriter Chart, and more. Ads can be linked to music, video or web pages.

FULL PAGE	
1 week	\$640
CHART STRIP AD	
1 week	\$450
WEEKLY NEWSLETTER EMAIL BANNER	
1 week	\$540

Suitable formats include PDF or jpg at 300 dpi.

Full Page	8.5" w x 11" h
Chart Strip Ad	8.5" w x 2.875" h
Weekly Newsletter Email Banner	600px w x 500px h

*All digital ad artwork is due the Wednesday before the scheduled run date.

