



# Advertise with us!

In *The Harmonizer* and at International and Midwinter Conventions



**Double Spread**  
16.5" x 10.875"  
  
(Artwork should be 16.75" x 11.125" w/bleed)

**Full page - live area**  
7" x 10"

**Full page - trim size**  
8.25" x 10.875"  
  
(8.5" x 11.125" w/bleed)

**2/3 page**  
4.625" x 10"

**1/2 page horizontal**  
7" x 4.875"

**1/2 page island**  
4.625" x 7.5"

**1/3 page block**  
4.625" x 4.875"

**1/3 page vertical**  
2.25" x 10"

**1/6 page vertical**  
2.25" x 4.875"

**1/6 page horizontal**  
4.625" x 2.375"

**1/12 page block**  
2.25" x 2.375"

**Line ad**  
Example of line ad:

Date	City	Chapter	Tickets
Aug. 26	Richardson, TX	Vocal Majority featuring Acoustix	VocalMajority.com

Other Inserts - Call (800) 876-7464 for pricing and more information

Classified Advertising - \$25 per column inch (25-35 words)

## Ad deadlines

**For the Jan/Feb issue:**  
Ad commitment by Dec 26 (prev year)  
Ad deliverables sent by Jan 1

**For the July/Aug issue:**  
Ad commitment by June 25  
Ad deliverables sent by July 1

**For the Mar/Apr issue:**  
Ad commitment by Feb 23  
Ad deliverables sent by Mar 1

**For the Sept/Oct issue:**  
Ad commitment by Aug 26  
Ad deliverables sent by Sept 1

**For the May/June issue:**  
Ad commitment by Apr 25  
Ad deliverables sent by May 1

**For the Nov/Dec issue:**  
Ad commitment by Oct 26  
Ad deliverables sent by Nov 1

Ads must be received in one of the following digital formats:  
**PDF, EPS, JPG, or TIF (300 dpi or greater)**  
To reserve ad space, send digital files, or for any questions,  
please contact [marketing@barbershop.org](mailto:marketing@barbershop.org) or call (800) 876-7464.

	Purchase one	Purchase three <small>Can be included in the same issue or different issues</small>	Purchase six <small>Can be included in the same issue or different issues</small>
Double spread	\$1,750	\$4,500 (\$1,500/ea)	\$7,500 (\$1,250/ea)
Full page - live area	\$1,100	\$2,550 (\$850/ea)	\$4,200 (\$700/ea)
Full page - trim size	\$1,100	\$2,550 (\$850/ea)	\$4,200 (\$700/ea)
2/3 page	\$800	\$2,100 (\$700/ea)	\$3,600 (\$600/ea)
1/2 page horizontal	\$600	\$1,500 (\$500/ea)	\$2,400 (\$400/ea)
1/2 page island	\$600	\$1,500 (\$500/ea)	\$2,400 (\$400/ea)
1/3 page block	\$400	\$1,050 (\$350/ea)	\$1,800 (\$300/ea)
1/3 page vertical	\$400	\$1,050 (\$350/ea)	\$1,800 (\$300/ea)
1/6 page horizontal	\$200	\$450 (\$150/ea)	\$600 (\$100/ea)
1/6 page vertical	\$200	\$450 (\$150/ea)	\$600 (\$100/ea)
1/12 page block	\$100	\$225 (\$75/ea)	\$300 (\$50/ea)
Cover rates inside front, inside back	\$1,200	\$3,300 (\$1,100/ea)	\$6,000 (\$1,000/ea)
Back cover	\$1,750	\$4,500 (\$1,500/ea)	\$7,500 (\$1,250/ea)
Line ads (primarily to advertise shows)	\$75	\$180 (\$60/ea)	\$300 (\$50/ea)

Customers receive a 25% discount on a Harmonizer ad in the July/August issue if an International Convention Exhibit Package is also purchased!  
See next page for Convention Exhibit Package details.

# International (July)

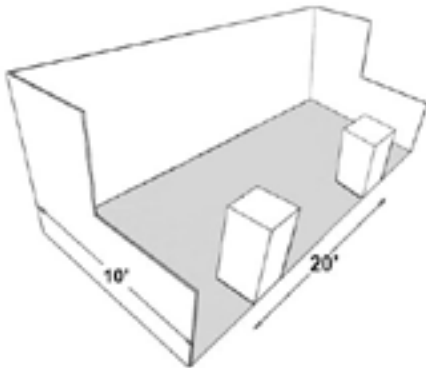
## Convention Exhibit Packages

### Gold Medal Package

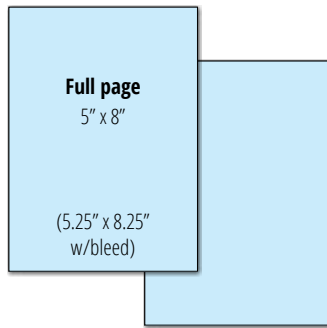
BHS Rate - \$2,000

Corporate Rate - \$2,500

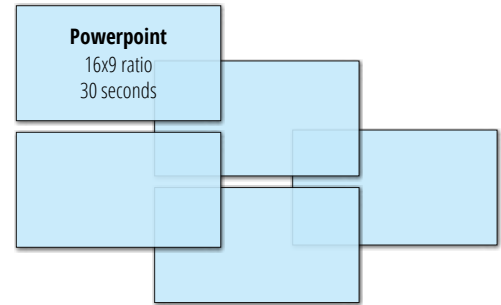
10' x 20'  
booth rental



Two full page  
convention program ads



Five jumbotron  
big screen ads

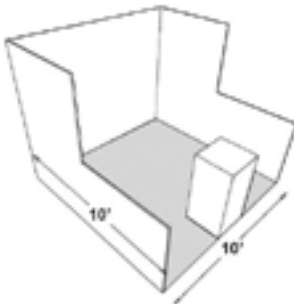


### Silver Medal Package

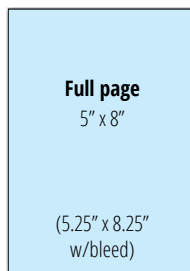
BHS Rate - \$1,500

Corporate Rate - \$1,800

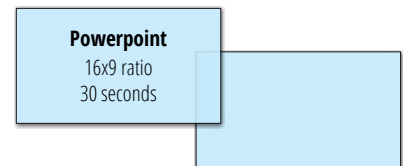
10' x 10'  
booth rental



One full page  
convention program ad



Two jumbotron  
big screen ads

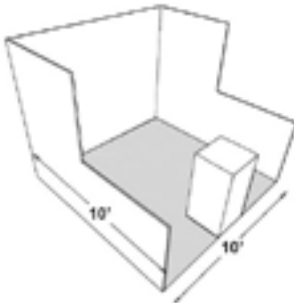


### Bronze Medal Package

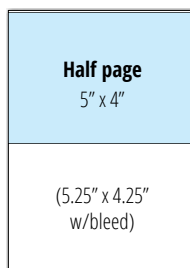
BHS Rate - \$1,200

Corporate Rate - \$1,500

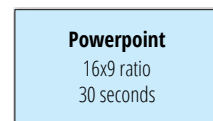
10' x 10'  
booth rental



One half page  
convention program ad



One jumbotron  
big screen ad



Deadline to purchase a Convention Exhibit Package and/or reserve exhibitor space is May 15.

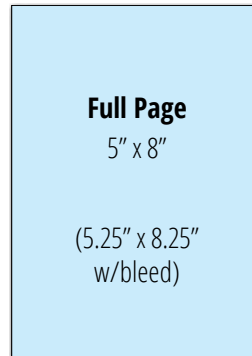
Customers receive a 25% discount on a Harmonizer ad in the July/August issue if a Convention Exhibit Package is purchased! See previous page for all Harmonizer ad specs. Contact [marketing@barbershop.org](mailto:marketing@barbershop.org) or call (800) 876-7464 to reserve space today!

BHS Rate is for registered quartets and choruses.

# International (July)

## Convention Ad Rates

### Program ad sizes:



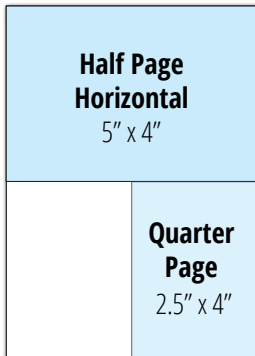
#### Full Page

**BHS Quartet or Chorus / Commercial**  
\$750 / \$1,000

**Additional Full Page:**  
\$350 / \$500

**Inside Cover:**  
\$850 / \$1,150

**Back Cover**  
\$1,000 / \$1,300

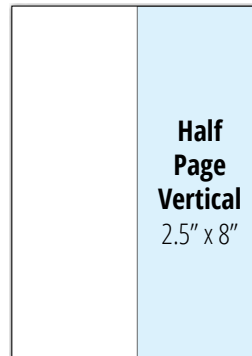


#### Half Page Horizontal

**BHS Quartet or Chorus / Commercial**  
\$500 / \$700

#### Quarter Page

**BHS Quartet or Chorus / Commercial**  
\$300 / \$450

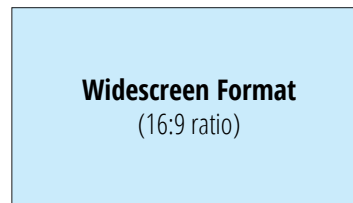


#### Half Page Vertical

**BHS Quartet or Chorus / Commercial**  
\$500 / \$700

**All convention program ads are due by June 1 in order to meet the print deadline.**

### Jumbotron Slides



**BHS Quartet or Chorus / Commercial**

**30-Second Ad:**  
\$450 / \$600

**Additional 30-Second Ad:**  
\$150 / \$250

**All International jumbotron slides are due by June 22.**

The jumbotron slide show is displayed on the two large screens flanking each side of the stage in between performances and during intermissions. Thousands of attendees and Live Stream viewers will see your ads run during all the events all convention long! See last page for technical requirements.

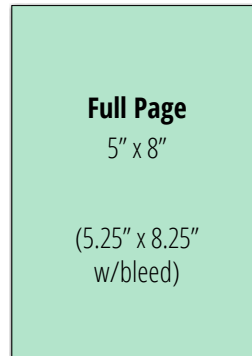
International Convention Ads	BHS Quartet/Chorus	Commercial
Program: Full Page - Back Cover	\$1,000	\$1,300
Program: Full Page - Inside Cover	\$850	\$1,150
Program: Full Page - Internal	\$750	\$1,000
Program: Each Additional Full Page	\$350	\$500
Program: Half Page - Horizontal	\$500	\$700
Program: Half Page - Vertical	\$500	\$700
Program: Quarter Page	\$300	\$450
Jumbotron: 30-Second Slot	\$450	\$600
Jumbotron: Each Additional 30-Second Slot	\$150	\$250

To reserve ad space, please contact [marketing@barbershop.org](mailto:marketing@barbershop.org) or call (800) 876-7464.

# Midwinter (January)

## Convention Ad Rates

### Program ad sizes:



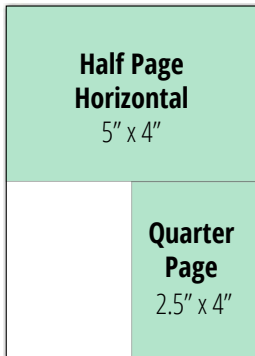
#### Full Page

**BHS Quartet or Chorus / Commercial**  
\$400 / \$500

**Additional Full Page:**  
\$200 / \$300

**Inside Cover:**  
\$700 / \$800

**Back Cover**  
\$800 / \$900



**Half Page Horizontal**  
5" x 4"

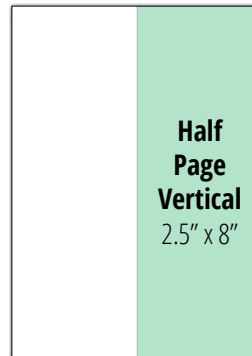
**Quarter Page**  
2.5" x 4"

#### Half Page Horizontal

**BHS Quartet or Chorus / Commercial**  
\$300 / \$400

#### Quarter Page

**BHS Quartet or Chorus / Commercial**  
\$200 / \$300



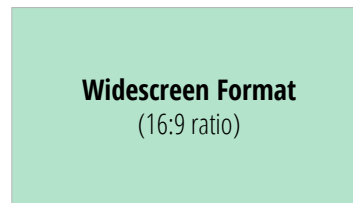
**Half Page Vertical**  
2.5" x 8"

#### Half Page Vertical

**BHS Quartet or Chorus / Commercial**  
\$300 / \$400

**All convention program ads are due by December 10 in order to meet the print deadline.**

### Jumbotron Slides



**Widescreen Format**  
(16:9 ratio)

**BHS Quartet or Chorus / Commercial**

**30-Second Ad:**  
\$300 / \$400

**Additional 30-Second Ad:**  
\$100 / \$200

### All Midwinter jumbotron slides are due by January 11.

The jumbotron slide show is displayed on a large screen to the side of the stage in between performances and during intermissions. Thousands of attendees and Live Stream viewers will see your ads run during all the events all convention long! See last page for technical requirements.

Midwinter Convention Ads	BHS Quartet/Chorus	Commercial
Program: Full Page - Back Cover	\$800	\$900
Program: Full Page - Inside Cover	\$700	\$800
Program: Full Page - Internal	\$400	\$500
Program: Each Additional Full Page	\$200	\$300
Program: Half Page - Horizontal	\$300	\$400
Program: Half Page - Vertical	\$300	\$400
Program: Quarter Page	\$200	\$300
Jumbotron: 30-Second Slot	\$300	\$400
Jumbotron: Each Additional 30-Second Slot	\$100	\$200

To reserve ad space, please contact [marketing@barbershop.org](mailto:marketing@barbershop.org) or call (800) 876-7464.

# Technical Requirements

## BIG SCREEN –

Advertiser must provide the Barbershop Harmony Society with the advertising ready to be displayed on the screens. The only acceptable format is Microsoft PowerPoint – **MUST BE in 16:9 FORMAT**. There is no audio capability. Multiple slides can be used but it is recommended that each slide be set for a minimum of six seconds before moving to the next slide. There should be no text smaller than 36 point. Do not use random transitions but the use of color and animation is acceptable. Each ad must be submitted in a separate file and must be no longer than 30 seconds in duration. Final output will be presented at a 16:9 format.

## PROGRAM –

Advertiser must provide the Barbershop Harmony Society with press-ready Adobe PDF file.

Full-page ads are 5" wide x 8" tall.

Half-page (horizontal) ads are 5" wide x 4" tall.

Half-page (vertical) ads are 2.5" wide x 8" tall.

Quarter-page ads are 2.5" wide x 4" tall.

All ads should be full color with full bleed (1/4" bleed on all sides).

Preferred format: Adobe PDF created with 133-line screen.

PDFs must be created using the "Create a press ready PDF" process below.

Ads created in Word, WordPerfect, or PowerPoint will not produce an acceptable PDF for publication.

### Ads created in a line art program (i.e. Illustrator, CorelDraw, etc):

Preferred format: Adobe PDF created with 133-line screen / Acceptable format: EPS

Special instructions

Convert all fonts to outlines.

Be sure any images placed in the file were first converted to a 300 dpi full color CMYK-mode tiff. (GIF, JPEG, and RGB mode images will not print properly.)

When exporting the file as an EPS, select the "Embed all fonts" or equivalent option.

(Yes, even though the fonts have supposedly all been converted to outlines!)

### Ads created in QuarkXpress, In Design, or other page layout program:

Preferred format: Adobe PDF created with 133-line screen.

Acceptable format: EPS, if the EPS was created from a PDF file using the process described below.

Special instructions

DO NOT send files in the software's native format.

DO NOT use the "create PDF" export function or equivalent in the program to create the PDF. (See below for instructions on how to produce a press-ready pdf.)

Any images placed in the file must first be converted to 300 dpi full color CMYK-mode tiff.

(GIF, JPEG, RGB mode images will not print properly.)

### To create a press-ready PDF:

In the application in which you've created the ad, go to "File" and "Print".

Select the Printer destination and PPD normally used to print from your machine.

Use the setting under the color tab for full-color CMYK mode.

Depending on application, select the "Print to file" or "Output to Disk" option.

(Note that the "Print" button in the print dialogue box will automatically be turned to "Save".)

Choose the folder in which you'd like to save the printer output.

Set the line screen mode for images at 133-line screen.

If available, set the resolution option at 2400 dpi.

Select the "download fonts" option.

Save the printer output to disk. Depending on the program used to create the ad, output will be a postscript file

Open Acrobat Distiller.

Choose the "Press optimized" job option.

From Distiller, open the .ps file or .prn file you just created.

Save it as a pdf.

Open the pdf in Acrobat Reader to verify the output appears as expected.