
The **American Guild of Organists** is the national professional association serving the organ and choral music fields. Founded in 1896 as both an educational and service organization, the AGO sets and maintains high musical standards and promotes understanding and appreciation of all aspects of organ and choral music. The Guild currently serves approximately 20,000 members in more than 300 local chapters throughout the United States and abroad. Membership is open to all and includes working professionals—organists, choir directors, teachers, organbuilders, technicians, and suppliers to the field—as well as students, clergy, amateur musicians, and dedicated supporters.

THE AMERICAN ORGANIST Magazine, published monthly by the AGO, is the most widely read journal devoted to organ and choral music in the world. Articles cover contemporary and historic instruments; musicological studies; reviews of new music, books, and recordings; practical aspects of sacred music; listings of professional resources, events, and positions available; news of the profession and display advertising.

SUBSCRIPTIONS

United States addresses: 1 year \$60

Outside of the United States: 1 year \$78

Send check with name and address to:

**American Guild of Organists
475 Riverside Drive, Suite 1260
New York, NY 10115-1260**

Credit card payments welcomed
www.agohq.org



THE AMERICAN ORGANIST Magazine
475 Riverside Drive, Suite 1260
New York, NY 10115

RETURN SERVICE REQUESTED

THE AMERICAN ORGANIST MAGAZINE

Today's Most Widely Read Organ and Choral Journal
Official Journal of the
American Guild of Organists
Associated Pipe Organ Builders of America

ADVERTISING RATE CARD 2010



THE AMERICAN ORGANIST Magazine
475 Riverside Drive, Suite 1260
New York, NY 10115
212-870-2310 • FAX 212-870-2163
www.agohq.org

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ADVERTISERS

Organ Builders; Book, Music, CD, and Software Companies; Concert Artists and Artist Managements; Music Schools, Workshops, and Competitions; Carillon and Handbell Manufacturers; Music Tours, Music Organizations; Music Stores, Music Supplies, Choir Robes; Organ Supplies and Maintenance

ADVERTISING RATES

	One Issue	Six Issues (Each Issue)	Twelve Issues (Each Issue)
One Page	\$910	880	860
2/3 Page	690	680	650
1/2 Page	660	640	620
1/3 Page	530	510	490
1/4 Page	430	410	380
1/6 Page	310	290	270
One Column Inch	100	95	90
Cover II + III	1,100	1,050	1,025
Back Cover	1,280	1,240	1,200
Center Spread (2 pages) (When Available)	2,200		

BLEED

No charge for bleed.

DEADLINE

Closing date for all advertising material is the 15th of the second preceding month. (Jan. 15 closes the March issue.) All advertising material means purchase orders, camera-ready art, and digital files.

CLASSIFIED ADVERTISING

Classified ads are available as an on-line service only at www.ago.org. The charge to post an ad is \$25. Payment may be made online using a major credit card. Payment information can also be provided by calling AGO National Headquarters at 212-870-2310.

POSITIONS AVAILABLE

One-time listings are free of charge. There is no Box Service. Closing 15th of second preceding month. Positions Available online is available through the AGO Web site: www.ago.org. The charge for the online service is \$60 per month; \$75 for two months. See Web site for complete instructions.

ISSUANCE AND CIRCULATION

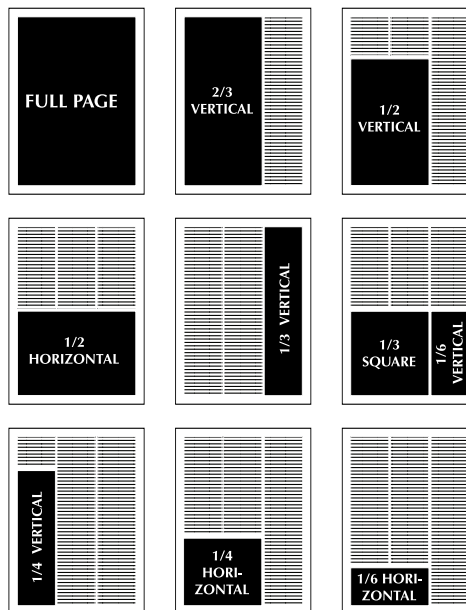
Published monthly, 12 issues per year, on or about the 1st of the month. Circulation of 23,000 includes all members of the American Guild of Organists, Associated Pipe Organ Builders of America, music schools, libraries, and related arts organizations.

MECHANICAL REQUIREMENTS

Printing process is offset lithography on excellent quality paper. **THE AMERICAN ORGANIST will not design or typeset advertisements; all ads must be press-ready. Digital Files:** PC/Windows or Macintosh format. **Software:** Adobe Acrobat PDF (high resolution, same as original) preferred. QuarkXpress, Adobe PageMaker or Acrobat files are also accepted under the following conditions: Only Type 1 Postscript fonts should be used; all fonts must be supplied; all graphic files must be included in native application formats as well as EPS or TIFF formats; grayscale images should be 300 dpi; line art (Bitmap) images should be 1,200 dpi. Ads saved as Postscript files are not acceptable. Press-optimized PDF files must have fonts embedded. **E-Mail:** tsisley@ago.org.

Space	Width	Height
1 page	7"	10"
2/3 page	45/8"	10"
1/2 page (3 columns)	7"	5"
1/2 page (2 columns)	45/8"	7 1/2"
1/3 page (2 columns)	45/8"	5"
1/3 page (1 column)	2 1/4"	10"
1/4 page (2 columns)	45/8"	4"
1/4 page (1 column)	2 1/4"	8"
1/6 page (2 columns)	45/8"	2 1/2"
1/6 page (1 column)	2 1/4"	5"

Bleed Size: 8 1/4" x 11 1/8" • Trim Size: 8" x 10 7/8"



CONTRACT AND COPY REGULATIONS

All ads are non-commissionable.

There are no cash discounts.

First-time advertisers must pay for their first ad in advance.

To earn the 12-issue rate you must advertise in all 12 consecutive issues of the calendar year, beginning with the January issue.

To earn the 6-issue rate you may advertise in any 6 issues within the calendar year. You must begin advertising no later than the July issue to earn the 6-issue rate.

Bills are rendered at the beginning of the month of issue and are accompanied by one tear-sheet. Payment must be made in U.S. dollars, by international money order, or by a check drawn on a U.S. bank. Payment is due within 30 days. All display advertisers receive one complimentary copy of the magazine. All advertising reservations must be confirmed by a signed purchase order or letter of request.

Advertisers who use advertising agencies are responsible for any debts incurred by those agencies in the advertisers' name. If an advertising agency defaults on payment or declares bankruptcy, the advertiser will pay all costs directly to the American Guild of Organists regardless of whether they have already paid the defaulting agency for the space.

Placement of advertising in THE AMERICAN ORGANIST Magazine assumes agreement with all stated policies in this rate card.

GENERAL

THE AMERICAN ORGANIST Magazine is published monthly by the American Guild of Organists, a not-for-profit, educational organization chartered by the Board of Regents of the State of New York in 1896, with chapters in every state.

The publishers reserve the right to decline any advertisement, before or after published closing date, that does not meet with their approval. Acceptance of advertising does not imply endorsement. Publishers reserve the right to head and/or box advertisements that in their opinion bear confusing resemblance to editorial matter. Improper or exaggerated copy will not be accepted.

Contract and copy regulations: The publishers will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders, or contracts when they conflict with the terms and conditions of this rate card or any amendment hereof.

Advertiser and/or advertising agency assume liability for all content (including text and illustrations) or advertisements printed, and also assume responsibility for any claims therefrom made against the publisher, and agree to indemnify the publisher against any expense and loss suffered by reason of such claims.