



Front Cover Reservation Kit 2023

THE AMERICAN ORGANIST Magazine

American
Guild of
Organists



The Best Value for Your Investment



About the American Guild of Organists

The AGO is the national professional association serving the organ and choral music fields and supporting approximately 13,000 members in about 280 local chapters throughout the United States and abroad. The mission of the AGO is to foster a thriving community of musicians who share their knowledge and inspire passion for the organ.

Advertisers: Organbuilders; 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.



THE AMERICAN ORGANIST Magazine

THE AMERICAN ORGANIST magazine is the official journal of the American Guild of Organists and the Associated Pipe Organ Builders of America. Published monthly, it 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 and events; news of the profession and display advertising.

Issuance and Circulation: published monthly, twelve issues per year, reaching mailboxes on or about the 1st of the month. Circulation of approximately 13,000 includes all members of the American Guild of Organists, Associated Pipe Organ Builders of America, music schools, seminaries, libraries, and related arts organizations. Hyperlinked flipbook versions of the magazine are available to all members at AGOhq.org.

Front Cover Reservation Schedule

Reservations for the front cover of THE AMERICAN ORGANIST are taken during the first six months of every year, for the following year. Therefore, reservations for 2023 are made during the first half of 2022.

Members of the Associated Pipe Organ Builders of America will receive the first opportunity to reserve a cover. Then covers are made available to all other organbuilders. If any months remain unfilled, the option will be given to advertisers for a second cover during the two year period of 2023–2024.

One organ builder may be represented on the cover in any two-year period, regardless of the organization/company paying or representing the company. The editor and advertising manager reserve the right to place any builder on any cover as scheduling necessitates.

Requirements and Rates



The purchase of a cover feature includes the cover and four pages of editorial with pictures. Additional pages of editorial may be purchased, if desired, which is determined mutually by the editor and advertiser after the initial material is submitted. The cover feature is also made available on the AGO website (AGOhq.org), and is highlighted by a prominent image in the horizontal slider on the home page.

Specifications

- **Cover Photo:** The front cover photo is taken very seriously by the editorial staff, and it is their goal to provide a professional presentation every month. This is best achieved when the photos are taken by a professional photographer. Photos taken using cellular devices will not be accepted. Please refer to the TAO Front Cover Photographer's Guide, available from the advertising manager, for complete information about images and specifications.
- **Cover Content:** No text will be permitted on the front cover.
- **Article Photos:** TIFFs or JPGs (high-resolution, original size, suitable for optimal print purposes, not web viewing). Submit four to seven photos (variety of portrait and landscape orientation) from which the editor may choose.
- **Narrative and Organ Specifications:** Submit as a Microsoft Word document. Word limit, which includes the stoplist: 1,700. Submissions exceeding the word limit will be returned to the advertiser for revision. The more concise the narrative, the more photos can be placed. Consider directing readers to a website for more information. The editors suggest avoiding the model of various submissions from the builder, pastor, organ committee, etc. It is better to employ one author and create an interesting and novel narrative. Inclusion of the builder's logo is not part of the cover feature agreement.
- **Stoplist:** A stoplist must be submitted as a part of the front cover reservation. Consult past TAO cover feature articles for style (no footmarks, please).
- **Audio Component:** TAO is pleased to provide the option that builders submit a link to an audio recording of the featured instrument so that readers can hear the instrument pictured and described in print. The audio file will be linked to the magazine by the printing of a QR code or web link. Please refer to page 5 of this kit for complete information.

Rates

	One-time Advertiser*	Six-time Advertiser*	Twelve-time Advertiser*
Front Cover	\$4,900	\$4,700	4,500
Additional Pages of Editorial	50% off current one-time full color page rate	50% off current six-time full color page rate	50% off current 12-time full color page rate

**Cover rates based on advertising frequency within magazine in any given calendar year. If a second cover is purchased within the specified current two-year period, the one-time advertiser rate will be applied.*

Conditions



Deadline

- Closing date for all material (photos, narrative) is the 15th of the third preceding month (e.g., January 15 for the April issue).
- If the 15th falls on a weekend or holiday, the next business day serves as the deadline.

Contract and Copy Regulations

- First-time and non-domestic advertisers must pay in advance, when material is due.
- Bills are rendered at the beginning of the month of issue and are accompanied by 30 copies of the magazine. Payment must be made in U.S. dollars, by international money order, credit card, or by a check drawn on a U.S. bank. Payment is due within 30 days. A finance charge will be computed at a periodic rate of 1% per month, which is an annual percentage rate of 12% on unpaid items more than 45 days from date of invoice. This will be applied to the balance on the next following monthly statement.

General

- The publishers reserve the right to decline any portion of submitted material, before or after published closing date, that does not meet with their approval. Acceptance of advertising does not imply endorsement.
- 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 reservation kit or any amendment hereof.
- Advertiser and/or advertising agency assume liability for all content (incl. text and illustrations) 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.

- All photos and narrative must be uploaded at this website: <http://www.theneopress.com/tao>.
- If materials are not received by the stated deadline, TAO reserves the right to place another cover feature in the issue.

After 120 days, unpaid bills may be forwarded to a collection agency for collection.

- 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 AGO regardless of whether they have already paid the defaulting agency for the space. Placement of advertising in TAO assumes agreement with all stated policies in this kit.

- TAO reserves the right to consult with the advertiser concerning the final image reproduced on the cover. The editor reserves the right to request: 1) to have the photo retaken for reasons such as blown out windows, blown out lighting, insufficient sharpness or resolution, or any distracting or unattractive components that will detract from or diminish the photo; or 2) if the photo is usable, but needs extensive editing for print purposes, to charge an extra fee on an hourly basis to have our graphics department prepare the photo for print.
- TAO has professional photographers that are available for a fee. They will travel to your location and prepare the photographs specifically for print production for you. Please reserve this service well in advance of your cover deadline.

Audio File Submission



Cover advertisers may choose to submit an audio recording of the featured instrument so that readers can hear the instrument pictured and described in print. The audio file will be indicated in the magazine by the printing of a QR code or web link. The file will be linked from the AGO's website.

Submission Requirements

- Advertiser will deliver a link to a professionally recorded MP3 audio file or video of a performance on the featured instrument when all other cover materials are due. The AGO will not host the file, but simply provide a link to the file, hosted by the advertiser.
- The recording should include the following information:
 - a. Title of work(s)
 - b. Composer
 - c. Performer
 - d. Recording date
 - e. Length of recording
 - f. Venue
 - g. City and state
 - h. Name of organ builder.
- Advertiser indemnifies the American Guild of Organists and The American Organist magazine from any and all claims arising from the performer or from copyright infringement.
- The recommended length of a recording is no more than 10 minutes.
- The AGO reserves the right to reject publication of any recording which, for technical or artist reasons, is deemed unacceptable.
- The recording may feature standard solo organ repertoire, improvisation, or hymnody.

Contact and Miscellany



Miscellany

- **Convention Advertising:** Advertising is available at regional (odd years) and national conventions (even years). Convention advertising for the 2024 National AGO Convention in San Francisco is available by contacting the AGO National Advertising Manager, Maury A. Castro. Go to AGOhq.org to learn more about regional conventions, and how to advertise.
- **Mailing List Rental:** Any portion of the AGO postal mailing list may be rented for one-time use. Follow this link for complete details: TinyUrl.com/AGOMailing. The AGO does not offer e-mail address lists.
- **Cover photo:** Rudolf von Beckerath Orgelbau GmbH, St. Elisabeth Roman Catholic Church, Hamburg, Germany. Patrick Redlich, photo.

Subscriptions (12 month)

- United States addresses: \$70
- Outside of the United States: \$90
- Online access only worldwide: \$62

Subscribe at www.agohq.org or send check with name and address to:

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Contact

For all questions related to advertising, please contact:

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