

PRINT ADVERTISING

SIZES AND SPECS

The Voice: Award-Winning Magazine Distributed digitally and by mail	Format	Size	Mechanical & Digital Requirements
	Back Cover with Bleed	8.75" w x 8.875" h	Minimum resolution of 300 dpi. PDF, TIFF or JPEG. Advertiser responsible for resolution quality of ad. 4-color ads must be in CMYK (no RGB or spot color art) and non-color ads must be black & white. Publication Trim Size: 8.5" w x 11" h For Bleed Ads: All non-bleeding information, such as type and logos, <i>must</i> be within .375" from artwork edge. Do not include crop marks on file.
	Back Cover No Bleed	7.5" w x 7.75" h	
	Inside Front/Back Cover or Full Page w/Bleed	8.75" w x 11.25" h	
	Inside Cover/Full Page No bleed	7.5" w x 10" h	
	2/3 Page Vertical	4.75" w x 9.75" h	
	Half Page Horizontal	7.5" w x 4.75" h	
	1/3 Page Square	4.75" w x 4.75" h	
	1/3 Page Vertical	2.5" w x 9.75" h	
1/6 Page Vertical	2.5" w x 4.75" h		
1/9 Page Vertical	2.5" w x 3" h		

RATES AND OPPORTUNITIES

The Voice: Award-Winning Magazine	Size	Three-Issue (3x) Rates* (*members only; add \$250/issue for 4-color ads)	1x Member Rates (add \$250 for 4-color ads)		Non-Member Rates (add \$250 for 4-color ads)	
			F/W & Spr	Summer	F/W & Spr	Summer
	Cover <i>*no color fee</i>	\$4,575 (\$1,525/issue)	\$1,775	\$1,950	\$1,925	\$2,055
	Center Spread <i>*no color fee</i>	\$5,325 (\$1,775/issue)	\$2,100	\$2,325	\$2,570	\$2,800
	Full Page	\$3,030 (\$1,010/issue)	\$1,195	\$1,305	\$1,525	\$1,700
	2/3 Page Vertical	\$2,190 (\$730/issue)	\$ 910	\$1,005	\$1,150	\$1,300
	1/2 Page Horizontal	\$1,830 (\$610/issue)	\$ 705	\$ 780	\$ 855	\$ 950
	1/3 Page Square or Vertical	\$1,350 (\$450/issue)	\$ 550	\$ 625	\$ 655	\$ 715
	1/6 Page Vertical	\$ 900 (\$300/issue)	\$ 325	\$ 375	\$ 395	\$ 425
	1/9 Page Vertical	\$ 525 (\$175/issue)	\$ 190	\$ 220	\$ 210	\$ 250

DIGITAL ADVERTISING

RATES, OPPORTUNITIES, SIZES AND SPECS

Email	Sizes and Specs	Member Rates	Non-Member Rates
Update E-Newsletter Banner	Banner Ad at top of issue, linked to URL of choice; 560 pixels w x 150 pixels h; 72 dpi; JPEG, PNG, TIFF	\$ 525	\$575
Update E-Newsletter Sponsored Content	Heading, call to action, and 3–5 lines of text that tell your story and link to your chosen URL	\$ 750	\$800
Sponsored Email Dedicated Message to E-newsletter list	HTML file with inline CSS; Emails should be designed with a width of 600 pixels. Any images included in your file need to either be hosted on your website or emailed to Chorus America as jpegs.	\$1,500	Only available to members

Website	Sizes and Specs	Member Rates	Non-Member Rates
Display: Top Placement <i>(shown at least every 2 page refreshes)</i>	Digital Logo Specs: Low Resolution, no bigger than 280 pixels wide x 174 high; JPEG, TIFF or PNG	\$310/month \$775/3 month pkg	\$350/month
Display: Second Placement <i>(shown at least every 5 page refreshes)</i>	Digital Logo Specs: Low Resolution, no bigger than 280 pixels wide x 174 high; JPEG, TIFF or PNG	\$225/month \$575/3 month pkg	\$250/month
Display: Jobs Page <i>(exclusive placement)</i>	Digital Logo Specs: Low Resolution, no bigger than 280 pixels wide x 174 high; JPEG, TIFF or PNG	\$250/month	\$275/month
Sponsored Story <i>(includes linked social media opportunities)</i>	Work with Chorus America staff to craft and share your story on www.chorusamerica.org in a way that impacts the wider field	Contact us	Only available to members

SPECIAL OFFERS

Voice 3x Reservation Pre-Payment

Save 5% off your total ad space costs by pre-paying for all three ad insertions when the order is placed.

Multi-Platform Package Specials

- Any Two Channels*: 10% discount on each placement
- Any Three Channels*: 15% discount on each placement

*Sponsored Emails and Sponsored Stories are not eligible for package discount pricing; however, they may be included in a package to grant discount pricing to the other channels in the package.