

Publication: *Berklee Today*

Published by Berklee College of Music, *Berklee Today* provides a vital forum for contemporary music and musicians across the country and around the world. Each issue offers interviews with music industry leaders, news and views on music by Berklee's insightful faculty, updates on the careers of leading Berklee alumni, news of college events, and informed perspectives on industry trends.

Mailed directly to Berklee alumni, faculty, staff, students, student parents, and select music industry and educational contacts worldwide, *Berklee Today* offers an uncommonly targeted audience of active music professionals and music enthusiasts. For over 60 years, Berklee College of Music has been the world leader in contemporary music education. Berklee today carries on that tradition, providing valuable insights and useful news for today's musicians.

Publisher: Berklee College of Music

Circulation: 49,000

Frequency: Quarterly

Audience: Mailed free of charge to all Berklee College of Music alumni, faculty, staff, students, parents, and leading industry and education contacts worldwide.

Purpose/focus: To enrich and inform the extended Berklee community through faculty insights on the music industry, interviews with industry leaders, updates of alumni professional activities, and news of Berklee events.

College Profile: Berklee College of Music is the world's leading college of contemporary music. The college's alumni succeed in every aspect of the music industry—as performers, producers, engineers, recording artists, songwriters, arrangers, educators, film composers, and support personnel.

For more information: Refer to the current advertising rate sheet or contact the *Berklee Today* office at the address and phone number below.

Mark Small, Editor
Berklee Today
Berklee College of Music
1140 Boylston Street
Boston, MA 02215

Phone: (617) 747-2325
Fax: (617) 247-8788

e-mail: msmall@berklee.edu



Black and white	1X	2X	3X	4X
Full page	\$1,400	\$1,400	\$1,300	\$1,200
Junior full page	\$1,000	\$950	\$900	\$850
1/2 page	\$900	\$850	\$800	\$750
1/4 page	\$525	\$500	\$450	\$400

Four-color	1X	2X	3X	4X
Full page	\$1,800	\$1,700	\$1,600	\$1,500
Junior full page	\$1,300	\$1,200	\$1,100	\$1,000
1/2 page	\$1,100	\$1,000	\$900	\$850
1/4 page	\$625	\$575	\$525	\$500

Covers (four-color only)	1X	2X	3X	4X
Inside front	\$1,850	\$1,750	\$1,650	\$1,550
Inside back	\$1,750	\$1,650	\$1,550	\$1,500
Outside back	\$1,900	\$1,800	\$1,700	\$1,600

All spreads are two times the page rate.

TERMS

- A 1.5-percent-per-month interest rate will be charged on all overdue balances. Cancellations must be received prior to closing date. A 50 percent fee will be applied to cancellations received after closing.
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- Berklee today and Berklee College of Music expect that all claims made by advertisers as to performance, guarantees, and so forth, of the product or service being advertised can be substantiated.
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ADVERTISING SCHEDULE

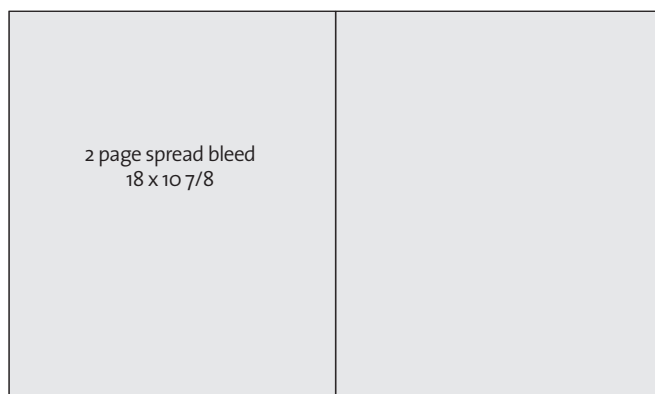
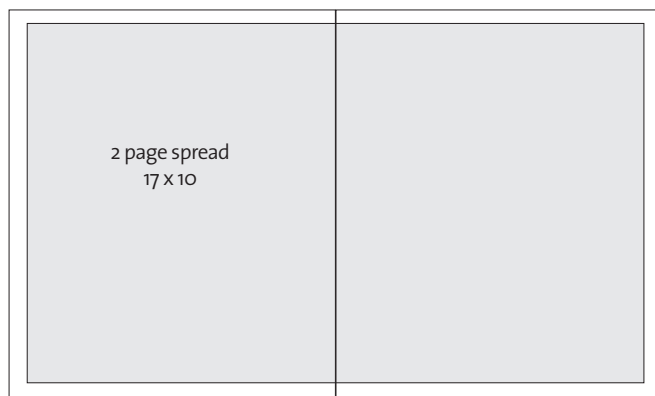
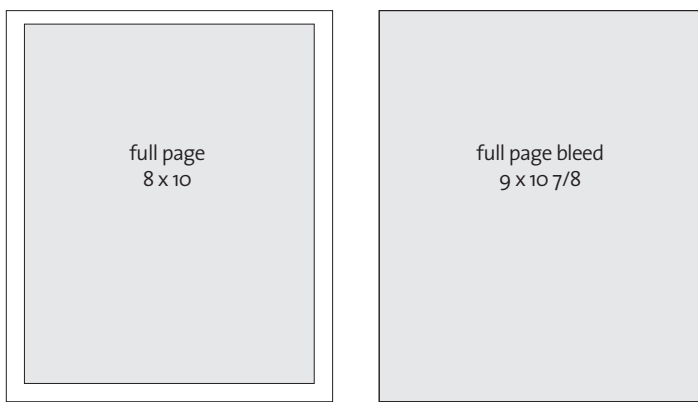
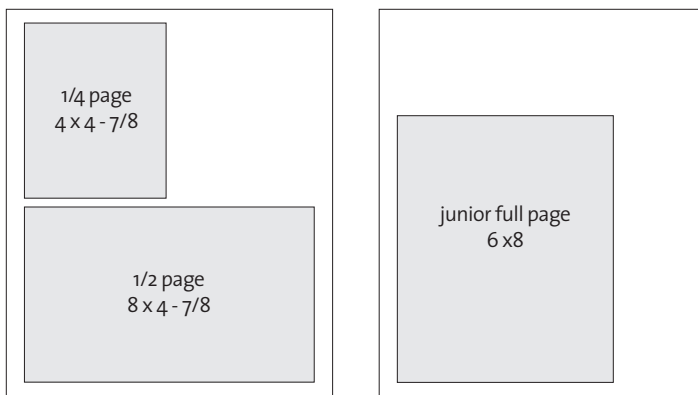
	Issue Date	Ad Closing Date	Ad Files Due
Winter 2010	1/29/10	12/7/09	1/10/10
Spring 2010	4/16/10	3/5/10	3/19/10
Summer 2010	7/16/10	6/4/10	6/17/10
Fall 2010	10/16/10	8/25/10	9/15/10

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Trim Size: 9" x 10 7/8"

Binding: Saddle stitch

Printing: Web offset, black and white, and four-color

ACCEPTABLE FORMATS

- InDesign, Quark, PDF, EPS, or TIF.
- Provide hard copy proof at 100%.
- All color must be CMYK (not RGB or spot color) with no ICC profiles.
- Minimum resolution: 1200 dpi for all line art and logos; all other images 300 dpi.
- For InDesign or Quark, package all images (no jpegs) plus Postscript Type 1 screen & printer fonts.
- For EPS or PDF, outline or embed all fonts.
- We **do not** accept Pagemaker, Microsoft Publisher, Word, or PowerPoint files.
- Berklee does not provide ad make-up or design services.

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