

### Editorial Focus

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.

### Advertising Rates

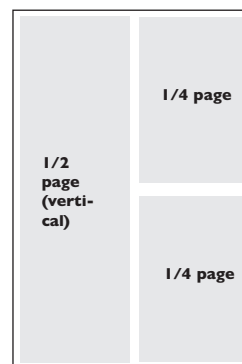
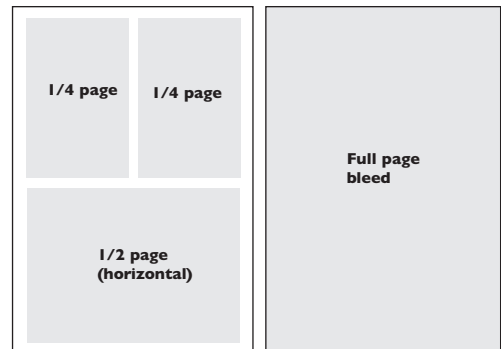
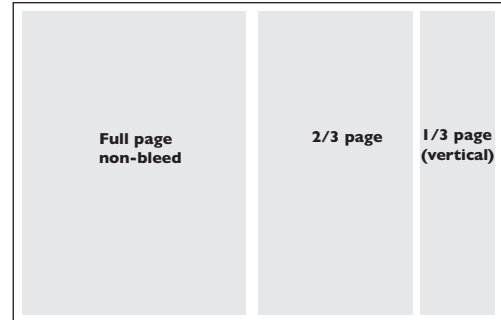
Black and white	1x	2x	3x	4x
Full page	\$1,400	\$1,400	\$1,300	\$1,200
2/3 Page (vertical)	\$1,000	\$950	\$900	\$850
1/2 page	\$900	\$850	\$800	\$750
1/3 page	\$650	\$600	\$550	\$500
1/4 page	\$525	\$500	\$450	\$400

Four-color	1x	2x	3x	4x
Full page	\$1,800	\$1,700	\$1,600	\$1,500
2/3 Page (vertical)	\$1,300	\$1,200	\$1,100	\$1,000
1/2 page (horizontal)	\$1,100	\$1,000	\$900	\$850
1/3 page	\$800	\$750	\$700	\$675
1/4 page	\$625	\$575	\$525	\$500

Covers (four-color only)	1x	2x	3x	4x
Cover II	\$1,850	\$1,750	\$1,650	\$1,550
Cover III	\$1,750	\$1,650	\$1,550	\$1,500
Cover IV	\$1,900	\$1,800	\$1,700	\$1,600

All spreads are two times the page rate.

### Junior Tabloid Ad Sizes



## Mechanical Requirements

Ad Size	Width	x Depth
Full page (bleed)	10 5/8"	x 13 5/8"
Full page (nonbleed)	8 1/2"	x 11 1/2"
2/3 page (vertical)	5 5/8"	x 11 1/2"
1/2 page (horizontal)	8 1/2"	x 5 5/8"
1/2 page (vertical)	4 1/8"	x 11 1/2"
1/3 page (vertical)	2 3/4"	x 11 1/2"
1/3 page (square)	5 5/8"	x 5 5/8"
1/4 page	4 1/8"	x 5 5/8"

Prepare digital artwork as four-color separations with all fonts and support files at 300 dpi in Quark 6.5, or as 300 dpi PDF or tiff files with all fonts and graphics embedded. Berklee does not provide ad make-up or design services.

## Facts and Figures

**Circulation:** 50,000

**Distribution:** Provided free of charge to all Berklee College of Music alumni, faculty, students, staff, and prospective students, as well as leading music education and music industry sources.

**Frequency:** Quarterly

**Trim Size:** 10 1/2" x 13 1/2"

**Binding:** Saddle stitch

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

## 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.
- All advertising is subject to approval by Berklee College of Music.
- Advertiser and advertising agency assume liability for all content of advertisements printed, and also assume responsibility for any claims arising therefrom made against *Berklee today* or Berklee College of Music.
- *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.
- Client assumes full responsibility for all payments in the event of agency (acting or otherwise) default.

## Advertising

### Rate Card #20

Effective November 2007

The logo consists of a large, bold, black letter 'B' followed by a smaller, lowercase letter 't'. The 't' is positioned to the right of the 'B' and is slightly lower in height. The font is a clean, sans-serif typeface.

**Berklee today**

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