

■ 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)	
			Fall/Win & Spr	Summer	Fall/Win & Spr	Summer
			Cover <i>*no color fee</i>	\$4,575 (\$1,525/issue)	\$1,775	\$1,950
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	Placement	Member Rates	Non-Member Rates
Update E-Newsletter Banner	560 pixels w x 150 pixels h; 72 dpi; JPEG, PNG, TIFF; URL of choice	Top Space	\$750	\$825
		Second Space	\$525	\$600
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	Third Space	\$400	\$475

Email	Sizes and Specs	Member Rates	Non-Member Rates
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

■ DIGITAL ADVERTISING

RATES, OPPORTUNITIES, SIZES AND SPECS

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	\$365/month \$775/3 month pkg
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	\$265/month \$575/3 month pkg
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

Website	Formats & Ad Ons	Member Rates	Non-Member Rates	Standard Package
Sponsored Story Work with Chorus America staff to craft and share your story on www.chorusamerica.org in a way that impacts the wider field	Q&A	\$1,500	Only available to members	All Sponsored Story packages include: <ul style="list-style-type: none"> • Placement in chorusamerica.org's Articles page in perpetuity • Placement in Good Read of <i>Update</i> • 1 boosted post on Facebook and Instagram, 1 organic post on Twitter • Placement on chorusamerica.org's homepage for 1 month
	Long-form - up to 1,000 words	\$1,750		
	Long-form - Up to 2,000 words	\$2,000		
Voice add-on Add an excerpt from your story to an upcoming issue of the <i>Voice</i>	Additional \$500			
Extra e-newsletter add-on Place your Sponsored Story in an additional issue of our newsletter, <i>Update</i>		Additional \$250		

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
- **Multiple Update Placements**: 5% 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.*