

American Guild of Organists

NEW YORK CITY CHAPTER

www.nycago.org

Annual Announcement for Advertising in the New York City Chapter Directory

The 2011-12 Directory of the New York City Chapter is in preparation, with publication expected on or before the chapter's Presidents' Day event in February 2012. The Directory of the chapter membership with promotional messages from a select group of advertisers will reach some 600 professional organists, church musicians, and people in related fields. The Directory will circulate throughout the metropolitan New York area, as well as most of the fifty states and several foreign countries through the chapter's dual memberships.

You are invited to take advantage of the opportunity to reach this large and influential market by placing an advertisement in the 2011-12 Directory of the New York City Chapter. An advertisement will bring your message to a wide readership and at the same time support the chapter by helping to defray the cost of the Directory. Advertisers who purchase ½ page or more will be entitled to five copies of the Directory, upon request.

This year, the front cover (full color) will be available to advertisers. The following is the criteria for the front cover:

- The annual chapter directory front cover shall be a high quality color image, preferably of a pipe organ façade located in or near the New York City area.
- Priority will be given to an instrument associated with the chapter's program year.
- Publicity headshots, ad copy, concert calendars, and similar materials shall not be considered for the front cover.
- Proposals must be received by November 15th for review by the Advertising Coordinator and Newsletter Editorial Committee. Their recommendations will be considered and approved by the chapter board.
- Payment shall be due by December 31st (later than the due date for all other advertising to accommodate the review process).

The rates and terms are given on the order form on the following page. A full page should measure 7.5 by 10 inches to allow for margins. Please note that copy may be submitted either camera-ready or as a PDF file.

All materials and payment in full must be received by November 15, 2011.

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2011-2012 Directory Advertisement Order Form

Mail to:

Bernadette Hoke / AGO Directory

3111 Broadway, Apt. 3C

New York, NY 10027

Please place my advertisement in the 2011-12 Directory of the New York City Chapter, AGO, as follows:

- | | |
|---------------------------------------|--|
| _____ Professional card @ \$50.00 | _____ Full page @ \$250 |
| _____ 1/8 page (horizontal) @ \$75.00 | _____ Inside covers (full color) @ \$450 |
| _____ 1/4 page @ \$100.00 | _____ Back cover (full color) @ \$550 |
| _____ 1/2 page @ \$150.00 | _____ Center spread @ \$500 |
| | _____ Front cover @ \$800 (full color) |

A check in the amount of _____ payable to the **New York City Chapter AGO**, is enclosed with this order form. I am submitting copy as follows:

_____ Camera-ready, mailed to above address, with order form and check.

OR

_____ PDF file, to directoryads@nycago.org, order form and check mailed to above address.

Signed

Address

City

State

Zip code

Phone

E-Mail

Fax

Advertising in the New York City Chapter Directory

The rates and terms are given on the order form. A full page should measure 7-1/2 by 9.5 inches to allow for margins. Please note that copy may be submitted either camera-ready or as a PDF file.

The Outside and Inside Cover may be Full Bleed - 8.5 X 11 with at least .125 bleed all around.

**Quarter Page Horizontal
2.225 X 7.5 Inches Decimal**

**Half Page Horizontal
4.65 X 7.5 Inches Decimal**

**Half Page Vertical
9.5 X 3.5 Inches Decimal**

**Quarter Page Vertical
4.65 X 3.5 Inches Decimal**

**One Eighth Page
2.225 X 3.5 Inches Decimal**

**Professional Card
(Send up to three lines of text)
1 X 3.5 Inches Decimal**

Pat Organiste
St. John's Mid-Town
pat_organiste@stjohnsmidtown.org