

SIGNAL TO NOISE

THE QUARTERLY JOURNAL OF IMPROVISED, EXPERIMENTAL & UNUSUAL MUSIC

2010 rate card & info

SIGNAL to NOISE documents the overlapping worlds of creative jazz, electro-acoustic improv, contemporary composition and modern rock. Each quarterly issue contains in-depth features by the field's top writers, outstanding original photography & over 200 reviews of the season's key releases and reissues, books and live events.

CIRCULATION 10,000

FREQUENCY Quarterly, with issues mailing during the first weeks of March, June, September and December.

DISTRIBUTION Nationwide, including most Borders and Barnes & Noble's Booksellers, plus numerous regional chains and most of the leading independent music stores. Over half of our circulation is mailed directly to paid subscribers and a comprehensive collection of industry contacts, including musicians, promoters, writers, college / public radio DJs, retailers, label personnel, and other key personalities within the field.

ADVERTISING in SIGNAL to NOISE is an affordable and effective way to spread the word about your new release, event or service. STN is read by an eager and diverse audience of discriminating creative music aficionados. These are the people who buy quality music on the internet and in brick-and-mortar stores and attend live music events regularly. They're also interested in movies, books, travel, microbrews, and other necessities and diversions favored by those outside the mainstream.

DEADLINES

Issue #56 (winter 2010)

Ad deadline: Nov 1, 2009

Mailing: 1st week in December

Issue #57 (spring 2010)

Ad deadline: Feb 1, 2010

Mailing: 1st week in March

Issue #58 (summer 2010)

Ad deadline: May 1, 2010

Mailing: 1st week in June

Issue #59 (fall 2010)

Ad deadline: Aug 1, 2010

Mailing: 1st week in September

RATES & DIMENSIONS (width x height)

Full page

\$500 BW / \$600 Color

(7.25" x 9.75")

1/2 page

\$300 BW / \$400 Color

(7.25" x 4.75" horizontal) or (3.5" x 9.75" vertical)

1/3 page

\$200 BW / \$300 Color

(7.25" x 3" horiz.) or (2.25" x 9.75" vert.) or (4.75" square)

1/4 page

\$150 BW / \$250 Color

(3.5" x 4.75" reg) or (7.25" x 2.25" hz) or (1.75" x 9.75" vrt)

1/6 page

\$125 BW only

(3.5" x 3" horizontal) OR (2.25" x 4.75" vertical)

1/8 page

\$100 BW only

(3.5" x 2.5" horizontal) OR (1.75" x 4.75" vertical)

1/9 page

\$75 BW only

(2.25" x 3" vertical)

1/12 page

\$50 BW only

(2.25" x 2.25" square)

VOLUME DISCOUNT A 10% discount will be given when you commit to a series of insertions in four consecutive issues. In the absence of written cancellation, we reserve the option to re-run your most recent artwork, if applicable. If the commitment is not met, we'll bill you for the difference.

UNLESS OTHER ARRANGEMENTS HAVE BEEN MADE, PAYMENT IS DUE IN ADVANCE, BY THE AD DEADLINE!

Send check to 1128 Waverly, Houston TX 77008 USA

or PayPal to: zaeza@signaltonoisemagazine.org

FORMATS You may submit your ad in a variety of formats. We prefer to receive TIFF or PDF files saved at a resolution of 300 dpi or better. However, we can usually work with hi-res JPEGs and EPSes (with fonts embedded, please), even camera ready hard copies if need be. Please double check dimensions! E-mail artwork to: operations@signaltonoisemagazine.