



## MEDIA KIT

# *American Guild of Organists 2020 National Convention*

ATLANTA, GA  
JULY 6–10, 2020  
[www.agoatlanta2020.com](http://www.agoatlanta2020.com)



*“A Kaleidoscope of Color & Sound”*

### About the American Guild of Organists

The AGO is the national professional association serving the organ and choral music fields and supporting approximately 15,000 members in about 300 local chapters throughout the United States and abroad. The mission of the AGO is to foster a thriving community of musicians who share their knowledge and inspire passion for the organ.

### About the Convention

It is expected that there will be more than 1200 attendees at the AGO national convention in Atlanta. Attendees include organists, choir directors, handbell ringers, organ builders, professors, teachers, and organ enthusiasts.

## Advertising Options

### The Program Book

The program book is the primary tool for providing attendees with schedules, programming, and convention events. Program books are frequently kept long after the convention as keepsakes. The program book will be approximately 80 pages in length.

### Concert Programs

Each concert will be accompanied by a printed program providing program and venue information. This will also be an opportunity for advertisers to place 1/2 page ads on the back cover of the concert programs. This will be especially desirable to organ builders whose instruments will be played, or performers and management agencies who wish to promote their artists.

### The Website ([agoatlanta2020.com](http://agoatlanta2020.com))

The convention website is visited regularly by members and nonmembers to access information about the convention, including registration, accommodations, performers, venues, and maps.

### The Mobile App

The mobile app (for iOS and Android devices) is increasingly becoming the standard tool for communicating with conference attendees. Information such as attendee schedules, maps, stoplists, and performer bios will be available via the app. Over 85% of attendees will download the app, and the app will be consulted over 50,000 times.

### Tote Bag Fillers

Each attendee will be provided with a tote bag for use during and after the convention. The tote bag will include promotional materials such as a flyer, brochure, cd, thumb drive, or other agreed-upon items.

# Print Requirements and Rates

## Program Book and Concert Programs Specifications

- The convention is pleased to recommend skilled designers if needed.
- Printing process for the Program Book is offset lithography on excellent quality paper.
- All ads must be press-ready. Please submit press-optimized Adobe Acrobat PDF digital files with fonts and graphics embedded, and with all printer's marks.
- All images should be submitted with a resolution of at least 300 dpi.
- Color ads: All embedded graphics should be in CMYK color mode (not RGB).
- Black & White ads: All embedded graphics should be grayscale.

## Conditions

### DEADLINE

- All artwork is due by **Wednesday, January 15, 2020**. Submit all advertising materials to Maury A. Castro at [maury.castro@agohq.org](mailto:maury.castro@agohq.org).

### CONTRACT AND COPY REGULATIONS

- All ads are non-commissionable. There are no cash discounts.
- All ads must be paid for in advance.
- Placement of advertising assumes agreement with all stated policies in this media kit.

## General

- The publishers reserve the right to decline any advertisement, before or after published closing date, that does not meet with their approval. Acceptance of advertising does not imply endorsement. Publishers reserve the right to head and/or box advertisements that in their opinion bear confusing resemblance to editorial matter. Improper or exaggerated copy will not be accepted. Placement location within the program book is not guaranteed, and is left to the discretion of the editor.
- The publishers will not be bound by any condition, printed or otherwise, appearing on any order blanks, insertion orders, or contracts when they conflict with the terms and conditions of this media kit or any amendment hereof.
- Advertiser and/or advertising agency assume liability for all content (incl. text and illustrations) of advertisements printed, and also assume responsibility for any claims therefrom made against the publisher, and agree to indemnify the publisher against any expense and loss suffered by reason of such claims.

## Print Ad Sizes and Rates

### PROGRAM BOOK (8.5" x 11")

Space	Width (Inches)	Height (Inches)	Rate
Back Cover*	8.75	11.25	\$2900
Inside Front Cover (Bleed)*	8.75	11.25	\$2575
Inside Back Cover (Bleed)*	8.75	11.25	\$2575
Full Page (Bleed)*	8.75	11.25	\$1550
Full Page (No Bleed)	7	9.75	\$1550
1/2 Page Horizontal	7	4.75	\$875
1/2 Page Vertical	3.375	9.75	\$875
1/4 Page	3.375	4.75	\$515
Business Card Size	3.375	2.25	\$250

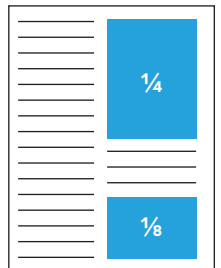
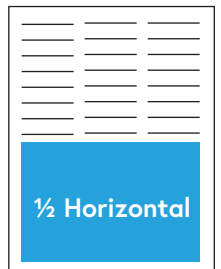
\* Trim 8.5" x 11", Live Area 7.5" x 10"



### CONCERT PROGRAMS (8" x 10")

Space	Width (Inches)	Height (Inches)	Rate
Full Page Bleed Color Back Cover <i>Opening Concert, Closing Concert, St. Cecilia Concert</i>	8.25	10.25	\$800
Full Page Bleed Color Inside Front and Inside Back Cover <i>Opening Concert, Closing Concert, St. Cecilia Concert</i>	8.25	10.25	\$650
Half Page Horizontal Black/White <i>All other concerts</i>	7.5	4.6875	\$450

\* Trim 8" x 10", Live Area 7" x 9"



### BUNDLE AND SAVE!!!

Exhibitors: Automatically receive 10% off all advertising in any media.

All others: Reserve one advertising medium (the highest cost), and receive 10% off all other advertising media.

Media include: Program Book, Concert Programs, Web ad, Mobile App, Tote bag

# Web App Requirements and Rates

## Website General Information, Guidelines, and Specifications

- The convention is pleased to recommend skilled designers if needed.
- Ad space on any given page is limited, and is available on a first-come, first-served basis.
- Ad run will begin when the website is launched, by November 2019.
- All ads are labeled "advertisement."
- The webmaster will track clicks on your ad and make the results available to you.
- All ads are subject to the approval of the convention, including, but not limited to, subject matter, size, image, hyperlink and typography.
- The convention reserves the right to remove advertisements at any time.
- The convention is not responsible for the design of ads or for errors.
- Please provide a JPG file; 72 dpi resolution and a layered PSD file.
- Ads will be hyperlinked to the website of your choice. Please plan on submitting that information.

## App General Information, Guidelines, and Specifications

- The convention is pleased to recommend skilled designers if needed.
- Ad space will be rotating, and is available on a first-come, first-served basis.
- Ad run will begin when the app is launched, during the first two weeks of June, 2020.
- All ads are labeled "advertisement."
- Clicks on your ad will be tracked and the results made available to you.
- All ads are subject to the approval of the convention, including, but not limited to, subject matter, size, image, hyperlink and typography.
- The convention reserves the right to remove advertisements at any time.
- The convention is not responsible for the design of ads or for errors.
- Resolution: 72 dpi.
- PNG, JPG, or GIF files only (animated GIFs subject to approval by the administrator; no flash).
- Ad artwork is due May 1, 2020.

### Website

	Size	Rate
Home page banner slider (second position in a 3-slider scroll)	1920 x 1080 pixels	\$1800
Home page image scroll (mid-page) <i>This includes additonal site-wide placement above site footer on internal pages</i>	336 x 280 pixels	\$750
Site-wide sidebar (excluding homepage)	300 x 300 or 300 x 600	\$500

### Mobile App

	Size	Rate
Rotational banner	640 x 150 pixels <i>for phones*</i>	\$850
	552 x 150 pixels <i>for tablets*</i>	
	*must submit both	

## Tote Bags

- Items to be submitted include a flyer, brochure, cd, thumb drive, water bottle (one—contact advertising manager for availability) or other agreed-upon items.
- Materials must be received by May 31, 2020, in order to be included.
- If materials are not received by May 31, 2020, there is no guarantee of inclusion in the tote bag. Refunds will not be provided.

- Flat fee of \$500 for inclusion in the tote bag.
- Items should be shipped or delivered to:

Attn: Jeff Ayers  
Allen Organ Studios  
3321 Chamblee Dunwoody Road  
Atlanta, GA 30341

## Reserving Space, Miscellany, and Contact

### Reserving Space

- Reserving Space:  
Visit [www.agoAtlanta2020.com/advertising](http://www.agoAtlanta2020.com/advertising) to reserve space now!
- All artwork should be submitted to Maury A. Castro at [maury.castro@agohq.org](mailto:maury.castro@agohq.org). If an email confirmation is not received within 24 hours of submission, please follow up by email or phone.

### Contact

For all questions related to advertising, please contact:  
Maury A. Castro, CAGO  
Advertising Manager  
AGO 2020 National Convention, Atlanta  
475 Riverside Dr., Suite 1260  
New York, NY 10115  
212-870-2311, ext. 4599  
[maury.castro@agohq.org](mailto:maury.castro@agohq.org)

### Exhibit Booths

Exhibitors receive 10% off all advertising! For information about reserving an exhibit booth at the convention, please contact Trey Klegg, exhibits chair, at [exhibits2020atl@gmail.com](mailto:exhibits2020atl@gmail.com).