

# Clavier Companion

A PRACTICAL MAGAZINE ON PIANO TEACHING



*Clavier Companion* is a international piano teaching magazine. It addresses the needs of piano teachers, professionals, parents and students of all ages. The first issue was published in the Spring of 1990 and after more than seventeen years the magazine has continued to act as a resource for music teachers.

Piano teachers and professionals alike have come to admire *Clavier Companion's* contents, providing them with an excellent resource on piano teaching. Each issue features writing by some of the most prestigious teachers, musicologists, and specialists.

## READERSHIP

*Clavier Companion* has a loyal and growing national readership and our advertisers reach individuals and groups who include:

**Independent and collegiate piano teachers, parents, college and pre-college students, as well as many other professionals in the Piano Teaching field.**

## PUBLISHED BI-MONTHLY

Jan/Feb  
Mar/Apr  
May/June  
July/Aug  
Sept/Oct  
Nov/Dec

## LANGUAGE

English

## Circulation

14,000 copies

## ADVERTISING RATES

*Clavier Companion* offers you the opportunity of reaching a niche market nationwide audience. **COLOR IS INCLUDED IN PRICE PLEASE CALL FOR COLLEGE RATES.**

### INNER PAGES

Spread (Two Pages)	\$2813
Full page	\$1655
2/3 page	\$1175
1/2 page	\$927
1/3 page	\$645
1/4 page	\$530
1/6 page	\$278
Display ad	\$150
Classified ad	**\$1 per word
** \$25 minimum	

### COVERS

Back Cover	\$2500
Inside Back Cover	\$2000
Inside Front Cover	\$2100
**Rates commissionable for recognized ad agencies.	

### DISCOUNTS

**Why not advertise in more than one issue?**

### INNER PAGES (per ad)

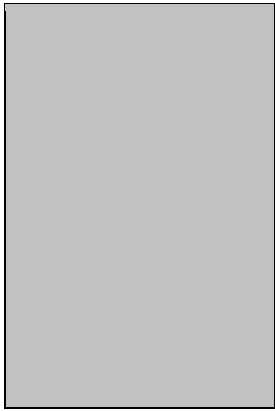
	3x	6x
Spread (Two Pages)	\$2660	\$2295
Full page	\$1565	\$1350
2/3 page	\$1111	\$959
1/2 page	\$876	\$756
1/3 page	\$610	\$527
1/4 page	\$501	\$432
1/6 page	\$265	\$233
Display ad	\$150	\$150

### COVERS (per ad)

	2x	3x
Back Cover	\$2450	\$2400
Insider Back Cover	\$1960	\$1920
Inside Front Cover	\$2060	\$2015

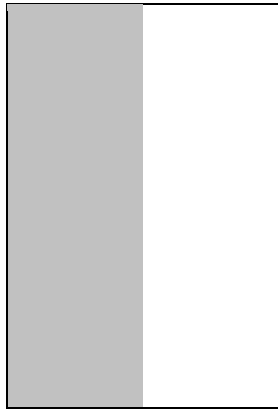
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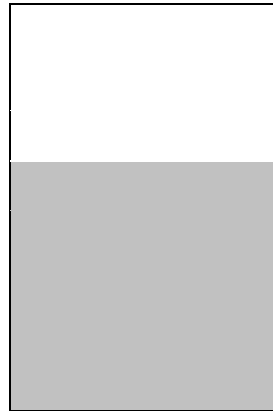
Full Page

Live area:  $7 \frac{3}{8} \times 9 \frac{7}{8}$   
Trim area:  $8 \frac{3}{8} \times 10 \frac{7}{8}$   
Bleed area:  $8 \frac{5}{8} \times 11 \frac{1}{8}$



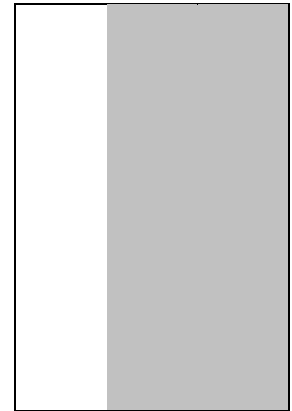
1/2 page Vertical

$3 \frac{5}{8} \times 9 \frac{7}{8}$



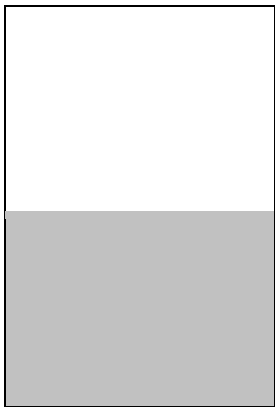
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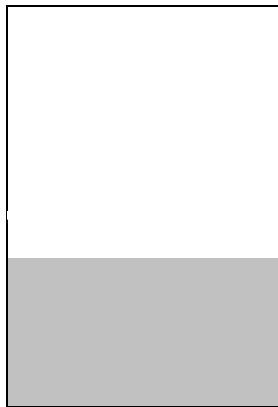
2/3 Page Vertical

$4 \frac{7}{8} \times 9 \frac{7}{8}$



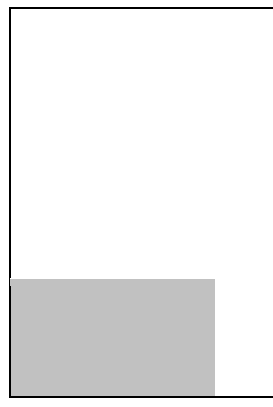
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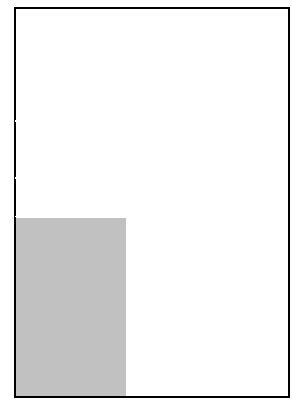
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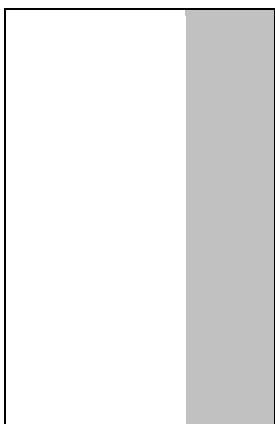
1/4 Page Horizontal

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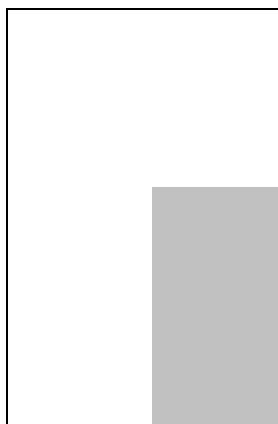
1/6 page Vertical

$2 \frac{3}{8} \times 4 \frac{7}{8}$



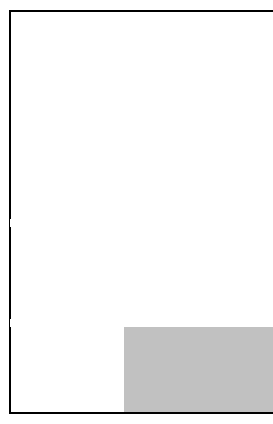
1/3 page Vertical

$2 \frac{3}{8} \times 9 \frac{7}{8}$



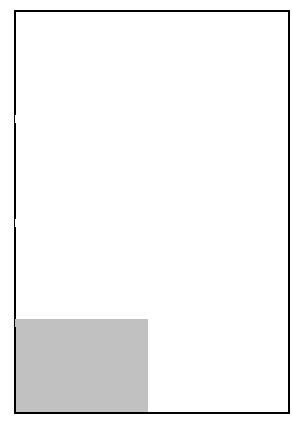
1/4 page Vertical

$3 \frac{5}{8} \times 4 \frac{7}{8}$



1/6 Page Horizontal

$4 \frac{7}{8} \times 2 \frac{3}{8}$



Display Ad

$3 \frac{5}{8} \times 2$

# Clavier Companion

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## Instructions for Advertisers

### ISSUES AND CLOSING DATES 2010 - 2011

ISSUE	Release Date	Space Reservation	Artwork Deadline
Jan/Feb 10	Jan 1	Nov 1	Nov 10
Mar/Apr 10	Mar 1	Jan 1	Jan 15
May/Jun 10	May 1	Mar 1	Mar 15
July/Aug 10	July 1	May 1	May 10
Sept/Oct 10	Sept 1	July 1	July 15
Nov/Dec 10	Nov 1	Sept 1	Sept 15

**All Ads must be accompanied (by mail or fax) by a hard copy proof.**

### INSERTION ORDERS

Please send your material one of the following ways:

- Email a pdf file to:  
advertising@claviercompanion.com

*Please send your advertisement in digital format on a CD (disk will not be returned) or by e-mail.*

### Format

The following formats are accepted:

- PDF – Press quality settings with all fonts embedded and high resolution, minimum 300 dpi
- TIF/TIFF – Minimum resolution of 300 dpi
- JPG/JPEG – Minimum resolution of 300 dpi, saved at “high” or “maximum” setting
- Color ads must be in CMYK
- Black and White ads must be in grayscale
- Bleed Specifications: 1/8”

### FOR PRODUCTION AND RELATED QUESTIONS, CONTACT:

**Tiffany Ogdon**  
Advertising Coordinator  
advertising@claviercompanion.com  
Cell Phone: 214 662 9793

### SEND ALL ADS AND SUPPORTING MATERIALS TO:

**Bob Payne**  
1406 W. Castle Ave  
Anaheim, CA 92802  
Email: bob@bluezstudios.com