

# Jazzed

THE JAZZ EDUCATOR'S MAGAZINE

## MARKETING SOLUTIONS



The Leading Informational Resource  
for Jazz Educators

[jazzedmagazine.com](http://jazzedmagazine.com)



# The "HOW TO" Magazine for the School and Independent Jazz Educator!

FROM THE PUBLISHER OF:



JAZZed is an exclusive print, iOS/Android, and digital magazine dedicated to providing school and independent educators with practical, hands-on ideas and techniques for teaching jazz. Over 13,000 readers find a wealth of articles from professionals on topics including jazz improvisation, instrumental techniques, creative and educational performances, recording and technology, music festivals, and so much more! Your advertisement in this highly targeted title will provide your company or college with maximum exposure.



## Providing Exposure to **13,000+** High School, College & Independent Jazz Educators Plus thousands more with our digital edition!



### Editorial Focus:

JAZZed features practical, hands-on editorial content, including:

**PROFILES** – Featuring band directors noted for having created, enhanced, or turned around their school's jazz performance program.

**INTERVIEWS** – with leading educators, composers and renowned players of all instruments.

**TECHNIQUES** – instrumental techniques on a variety of different instruments.

**IMPROVISATION** – Covering basic to advanced concepts in jazz improvisation. Jazz music theory, solo transcriptions, and approach/structure analysis.

**MUSIC REVIEWS** – Informative reviews of new music releases by current and new jazz artists. Re-releases of classic jazz, influential albums.

**TECHNOLOGY** – Recording software and hardware will be explored for the most effective uses in the classroom and studio.

**PERFORMANCE** – In-depth articles on preparing appropriate level performances that are innovative, exciting, and educational.

**EVENTS** – Coverage of the major jazz educator conventions, including JEN, NAMM, TMEA, Midwest Clinic, and many others!

Print ❖ iOS/Android ❖ e-Marketing ❖ Digital

[jazzedmagazine.com](http://jazzedmagazine.com)

Print • Digital • iOS/Android • E-Marketing  
Direct Mail • Social Media



JAZZed Update

**UNIQUE VALUE PROPOSITION**

**JAZZed's Mobile and Desktop Media Formats** bring advertisers an unparalleled and uniquely global reach, dovetailed with measurable results and a quantifiable ROI. Additionally, all JAZZed digital editions are fully SEO'd, archived online, and indexed in perpetuity by all major search engines to continue driving your online advertising results.

**Broadcast E-mail Your Message** to 13,500 Jazz Music Educators and aficionados with JAZZed's exclusive broadcast e-mail service. This essential service allows you to target your message to the decision makers who prefer to receive their information via e-mail.

**JAZZed E-Newsletter** offers a powerful e-marketing opportunity to help drive traffic to your website. Readers find JAZZed's e-newsletter an essential tool for finding the latest industry news, trends, exclusive editorial content, surveys, and much more! Your banner ad is certain to generate leads and exposure for your company.

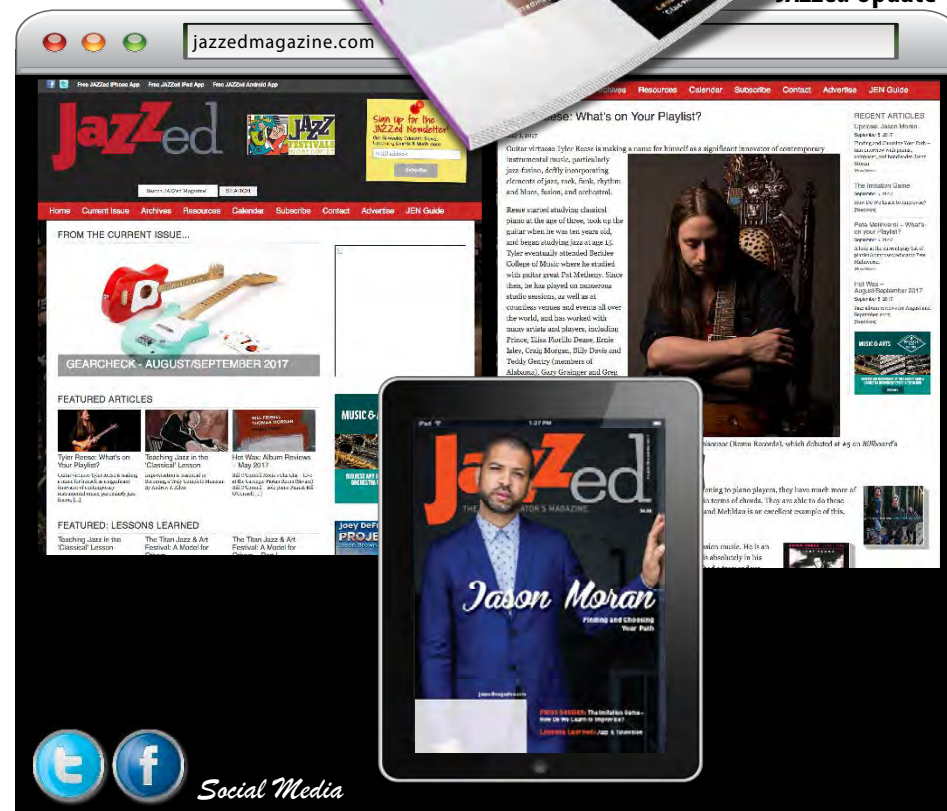
**Targeted Access** JAZZed provides complete fulfillment services for all advertiser direct mail and magazine insert campaigns. Our qualified subscriber base may be targeted geographically and/or by demographics.

**Leading Editorial Content** with comprehensive coverage of industry news, dealer and manufacturer profiles, trade show coverage, new products, market statistics, trends, and analysis.

**Thousands of Bonus Copies** distributed at major industry trade events, including NAMM, and many major music educator conventions including: TMEA, JEN, PASIC, The Midwest Clinic, and many others!

**www.jazzedmagazine.com** is one of the most viewed websites for the pro-audio and musical instrument trade. This site features breaking news stories, extensive coverage of the market, searchable archives of past issues, important links to the music industry, and so much more.

**Catalog Distribution** JAZZed provides distribution of your catalog, flyer, or promotional material to thousands of high school and college jazz educators across the USA.



Social Media

**SALES CONTACTS**

**Tel: (800) 682-8114**

JEFF DONNENWERTH ext. 1  
jeff@mrrmagazine.com

MIKE LAWSON, Publisher ext. 5  
mike@artistpro.com

JUDY WANG  
Greater China Worldwide Focus Media  
0086-13810325171  
judy@mrrmagazine.com

MATT KING ext. 2  
matt@mrrmagazine.com

**jazzedmagazine.com**

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**INFORMED INSPIRATION – EVERY ISSUE OF JAZZed IS A UNIQUE RESOURCE FOR JAZZ EDUCATORS & JAZZ AFICIONADOS**

- **MUSIC PERFORMANCE|MUSIC EDUCATION:** Current News, Latest Charts, Music Review, New Products & Services, Related/Support Organization Updates, Jazz Festival & Student Workshops
- **BEST PRACTICES|LEARNING:** Performance Technique/Improvisation Concepts, Travel & Destinations, Student Jazz Program Expansion/Fundraising
- **INFLUENCERS|LEADERSHIP:** Young Lions, Current Crop and Legacy Jazz Artist Coverage; Leading Jazz Educators and High Profile Peer Insights, Solutions, and Advice; Topical Surveys

ISSUE	ISSUE FEATURES	AD MATERIAL DUE DATE
JANUARY/ FEBRUARY	What's on Your Playlist?, Focus Session, Basic Training, Jazz Festivals Worldwide	Materials due: 12/14/20
MARCH	Camps & Workshops, What's on Your Playlist?, Focus Session, Basic Training, Jazz Festivals Worldwide	Materials due: 03/08/21
APRIL/MAY	2021 Jazz Educator's Resource Guide, What's on Your Playlist?, Jazz Festivals Worldwide	Materials due: 04/12/21
AUGUST/ SEPTEMBER	Festivals, Back to School, What's on Your Playlist?, Focus Session, Basic Training, Jazz Festivals Worldwide	Materials due: 08/09/21
OCTOBER	Fretted Focus, What's on Your Playlist?, Focus Session, Basic Training, Jazz Festivals Worldwide	Materials due: 10/11/21
NOVEMBER/ DECEMBER	What's on Your Playlist?, Focus Session, Basic Training, Jazz Festivals Worldwide	Materials due: 11/15/21



JAZZed is published six times annually for school and independent jazz educators. The magazine provides practical hands-on ideas and techniques for teaching jazz. Each issue contains stories and special features on topics ranging from jazz improvisation and instrumental techniques to creative and educational performances, recording and technology, music festivals and so much more. JAZZed reaches over 13,000 high school, college and independent jazz educators.

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jeff@mrmagazine.com

MATT KING ext. 2  
matt@mrmagazine.com

MIKE LAWSON, Publisher ext. 5  
mike@artistpro.com

JUDY WANG  
Greater China Worldwide Focus Media  
0086-13810325171  
judy@mrmagazine.com

**DISPLAY ADVERTISING**

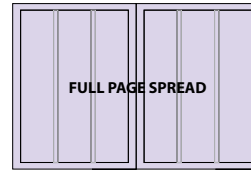
Size / Position	1x	3x	6x
Full Page	\$1,800	\$1,750	\$1,650
Full Page Spread	\$3,400	\$3,200	\$3,000
1/2 Page Spread	\$1,900	\$1,850	\$1,775
1/2 Page Island	\$1,200	\$1,150	\$995
1/2 Page Horizontal	\$1,200	\$1,150	\$995
1/3 Page Square	\$850	\$795	\$725
1/3 Page Vertical	\$850	\$795	\$725
1/4 Page Vertical	\$650	\$625	\$550
1/4 Page Square	\$650	\$625	\$550
1/6 Page Vertical	\$475	\$450	\$395
1/6 Page Horizontal	\$475	\$450	\$395
Back Cover*			\$2,475
Inside Back Cover*			\$1,900
Inside Front Cover*			\$2,145

**Need Design Help?**

\$200 fee applies for one-time designs. \$100 fee for changes to existing artwork

**CLASSIFIEDS**

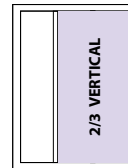
SIZE	1X	3x	6x
1/2 Page Horizontal	\$800	n/a	\$750
1/2 Page Vertical	\$800	n/a	\$750
3 Columns x 1 inch (6.95 x 1)	\$255	n/a	\$235
3 Columns x 2 inches (6.95 x 2)	\$450	n/a	\$430
3 Columns x 3 inches (6.95 x 3)	\$560	n/a	\$540
3 Columns x 4 inches (6.95 x 4)	\$680	n/a	\$680
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2 Columns x 3 inches (4.60 x 3)	\$450	n/a	\$430
2 Columns x 4 inches (4.60 x 4)	\$525	n/a	\$500
2 Columns x 5 inches (4.60 x 5)	\$600	n/a	\$580
1 Column x 1 inch (2.16 x 1)	\$90	n/a	\$80
1 Column x 2 inches (2.16 x 2)	\$180	n/a	\$160
1 Column x 3 inches (2.16 x 3)	\$255	n/a	\$235
1 Column x 4 inches (2.16 x 4)	\$315	n/a	\$300
1 Column x 5 inches (2.16 x 5)	\$390	n/a	\$370



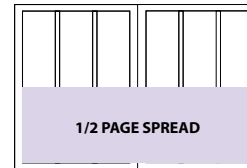
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W/BLEED  
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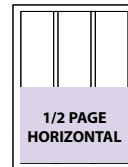
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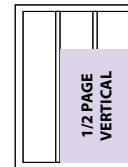
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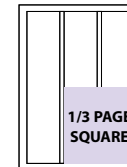
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W/ 13.9 X H/ 5



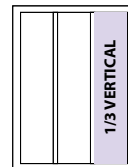
**1/2 Horizontal**  
W/ 6.95 X H/ 5



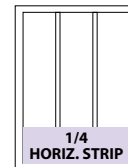
**1/2 Vertical Island**  
W/ 4.6 X H/ 7.5



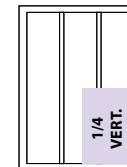
**1/3 Square**  
W/ 4.6 X H/ 5



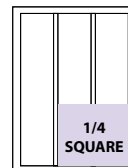
**1/3 Vertical**  
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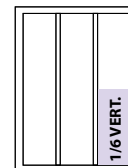
**1/4 Horizontal Strip**  
W/ 7.075 X H/ 2.388



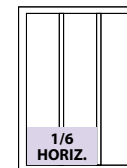
**1/4 Vertical**  
W/ 3.375 X H/ 5



**1/4 Horizontal Square**  
W/ 4.6 X H/ 4



**1/6 Vertical**  
W/2.16 X H/ 5



**1/6 Horizontal**  
W/ 4.6 X H/ 2.5

**ALL BLEED ADS MUST HAVE 0.125 INCHES PAST THE TRIM EDGE AND ALL LIVE AREAS MUST REMAIN .25 INCHES INSIDE THE PAGE TRIM SIZE.**

Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

All ads must be submitted in digital format. Preferred file submission: CMYK or grayscale, high resolution (300dpi or greater) Photoshop-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines.

Other acceptable file formats are: Mac-compatible InDesign CS6 or Illustrator EPS files, collected with all working files and Postscript fonts (screen and printer) included.

**IMPORTANT PRINT NOTE: All SPOT, RGB, & LAB COLORS SHOULD BE CONVERTED TO CMYK** to avoid any color conversion/transparency flattening issues. In addition, if a pdf file is supplied, all text must be converted to outlines.

**PUBLISHER IS NOT LIABLE FOR INFERIOR OUTCOME IF GUIDELINES ARE NOT FOLLOWED.**

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used for content confirmation only.

**Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs not supplied.**

If you have questions or concerns regarding ad or insert specifications, please contact Angela Marlett, 800-682-8114 ext. 5, angela@mrrmagazine.com. For ad sales information, please contact your account manager.

Contact your salesperson for delivery options for advertising materials.



**SALES CONTACTS**

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jeff@mrrmagazine.com

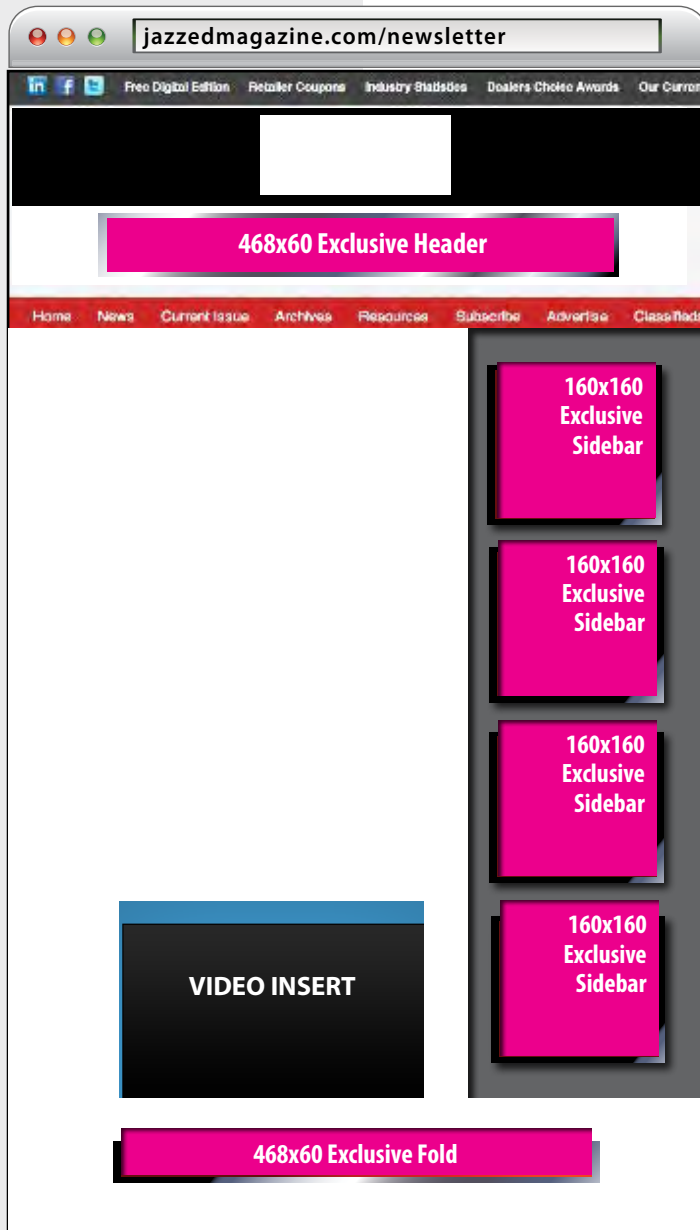
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Greater China Worldwide Focus Media  
0086-13810325171  
judy@mrrmagazine.com

## HIGH VISIBILITY

## NEWSLETTER SPECS



**Acceptable Formats:** .jpg, .gif, **NO FLASH**

**Size requirements:** around 200K

**All newsletter spots are EXCLUSIVE**

### 468x60 EXCLUSIVE HEADER

Subject to availability.

**\$750/month**

### 468x60 EXCLUSIVE PAGEFOLD

Subject to availability.

**\$600/month**

### 160x160 EXCLUSIVE SIDEBAR

Stacking order may alternate.

**\$500/month**

### CUSTOM EMAIL BLASTS

**\$1500/email blast**

Set your sights on sales with a targeted customized e-mail blast. **JAZZed** can deliver your message to thousands of current e-mail addresses from our database. HTML or plain text with an attachment formats available. This is the best way to deliver your personalized message straight to the desks of decision-makers throughout the industry. *Custom e-mail blasts are only available to advertisers in **JAZZed** Magazine who have reached a spending level of at least \$15,000 in 2020/2021, or are contracted for a minimum of \$15,000 for the calendar year of 2021.*

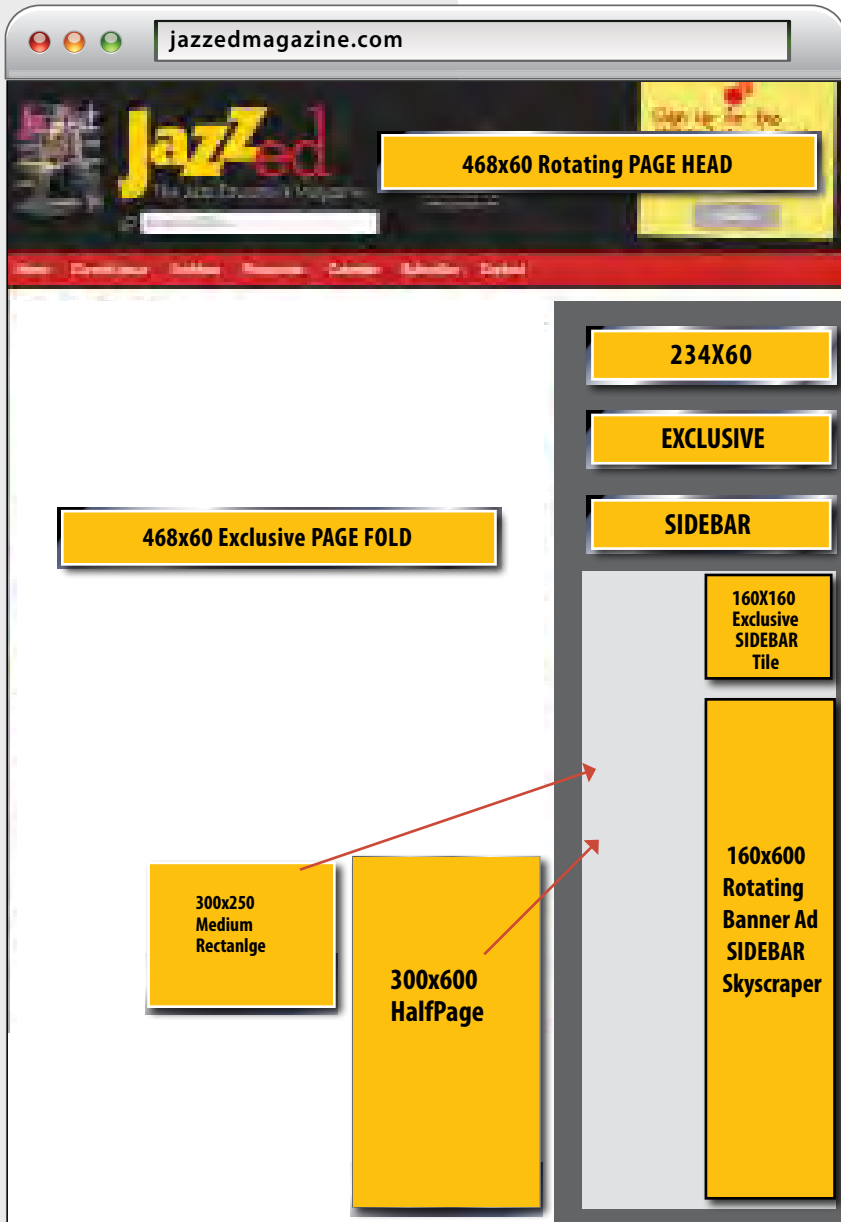
**SPEC NOTE:** Pre-designed email (html) - provide html code in .txt or .html file. Please be sure to use absolute, full paths to images and links.

- All styling is inline (no css or styling in header)
- Do not include scripting of any sort (i.e., no javascript)
- Table-based layouts will provide the most consistent display for all email clients and programs
- Design for a width of 600 pixels wide. There is no restriction on height using this option.

**Tel: (800) 682-8114**  
**jazzedmagazine.com**

## HIGH VISIBILITY

## WEB BANNER SPECS



**Acceptable Formats:** .jpg, .gif  
**Size requirements:** around 200K

### 234X60 EXCLUSIVE SIDEBAR

This ad appears on ALL pages in the site and is EXCLUSIVE to the client.  
**\$400/month**

### SIDEBAR

These ads are all EXCLUSIVE to the client. The left side banners appear on ALL pages in the site and right side banners appear on most pages WITHOUT articles. Placement may vary and there are multiple sizes available:

SIDEBAR	PRICE
300x250 Media Rectangle	<b>\$600/month</b>
160x160 Tile	<b>\$450/month</b>
300x650 Half Page	<b>\$900/month</b>
160x600 Skyscraper	<b>\$750/month</b>

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