



INTERNATIONAL BLUEGRASS MUSIC ASSOCIATION

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[Home](#) > [About](#) > Advertising

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## [Advertising](#)

### World of Bluegrass Advertising

#### Program Book

Print program handed out to all World of Bluegrass Business Conference attendees. Program is also publicly available in digital form online.

**Deadline: August 15, 2017**

#### Specifications & Rates

	Members	Non-Members	Details
Full Page- Full Bleed 8.75 x 11.25 (includes a 1/8in bleed) print space 8.5 x 11	\$500	\$600	Please do NOT include print/crop marks. Advise keeping all important text and info within at least a quarter inch margin of the live area (8.5x11)
Full page - with margins 7.5 x 10 in	\$500	\$600	Please do NOT include print/crop marks
Half page - full bleed 8.75 x 5.55in	\$300	\$400	Please do NOT include print/crop marks
Half page - with margins 7.5 x 4.95in	\$300	\$400	Please do NOT include print/crop marks
Quarter Page - full bleed 4.375 x 5.55 in	\$200	\$300	Please do NOT include print/crop marks
Quarter Page - with margins 3.75 x 4.95 in	\$200	\$300	Please do NOT include print/crop marks
Formats	Hi-res PDF or TIFF, B&W or greyscale only		

#### Tote Bag Inserts

## Specifications & Rates?

	Members	Non-Members	Details
Large	\$600	\$700	Magazine, CD, etc
Small	\$400	\$500	Pen, keychain, postcard, etc

## IBMA Website

Provide a direct link to your site, online store, or product information. IBMA's website is unique in its ability to target music industry businesses, professionals, creative talent, the media and fans.

### Rates

Members: \$400/mo.

Non-Members: \$500/mo.

All ads are exposed on homepage and all interior pages prominently positioned in the right hand column in a highly visible location next to editorial content. Ads with shared rotation change with each page refresh.

### Specifications

Size 180w x 180h (pixels)

Formats JPEG, GIF, or animated GIF

File Size No larger than 40k. If saving in GIF format make sure files are saved at no higher than 5-bit with dither set to none. (This will ensure optimal download speed.)

Animation Recommend no more than five images with a total duration of no more than 15 seconds. Continuous looping is allowed. No image should refer to an external server

URL Any URLs referenced from within the HTML must be active. Please provide URL (weblink) address when submitting ad

### Run Dates? and Ad Deadline

Ads must be delivered 7 days prior to beginning run date and begin running on the first of the month. (Special run dates may be arranged on space available basis. Call for details and special rates).

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## Year-Round Advertising

### Digital Version Of International Bluegrass

A digital version of International Bluegrass is delivered on the first of each month. IBMA members, bluegrass fans, media and more read our monthly E-newsletter.

#### Specifications & Rates

	Members	Non-Members
Full Page 8.5 in x 11 in	\$270	\$370
Half Page 8.5 in x 5.5 in	\$140	\$210
Quarter Page 4.25 in x 5.5 in	\$100	\$155
Formats	JPEG or PDF, Color or B&W	

### IBMA Website

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**Run Dates? and Ad Deadline**

Ads must be delivered 7 days prior to beginning run date and begin running on the first of the month. (Special run dates may be arranged on space available basis. Call for details and special rates).

**For more information, contact [Kelly Kessler](#)**

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