



NEWS & ANALYSIS FIRST

Music Row is written for people who work in the music business. It began in 1981 and has been Nashville's Music Industry Publication for over 25 years.

Subscribers now receive a timely combination of print and digital information streams: @MusicRow morning reports on Tues./Thurs./Fri.; daily *AfterNoon News* updates; Website content; and breaking news e-mails; plus six annual print issues including the *In Charge*, *Artist Roster* and *Publisher Special*.

Whether it be current news items, business analysis, timely interviews or discovering hot new talent first, industry experts have come to rely on the words written by our top-notch staff. *Nashville's Music Industry Publication* is known for its candid voice and accuracy.

COMPREHENSIVE INDUSTRY DISTRIBUTION

The Cost-Effective Way To Target Your Company's Message

- *Music Row* blankets the Nashville music industry including label executives, publishers, songwriters, musicians, studio owners, producers, engineers and more.
- *Music Row* reaches key tastemakers at retail, radio and media.
- @MusicRow, *AfterNoon News* and *Programmer Playlist* reach over 1,200 country radio stations including chart reporters for *Music Row CountryBreakout™*, *Billboard/R&R*, and *Mediabase/CA*.
- *CountryBreakout chart* gathers weekly radio research from 110 reporting secondary radio stations nationwide. Recognized by the CMA as part of its awards criteria. Published consistently for over 6 years.

A strategic mix of print and digital information streams ensure that *Music Row* readers constantly get the information they need in the fastest possible way.

2009 EDITORIAL CALENDAR

Published 6 times a year; including comprehensive industry guides in April, August and October.



FEBRUARY/MARCH Country Radio Seminar
CAMERA READY ART DEADLINE: 2/20
PRINT DATE: 2/25 • STREET DATE: 3/4
The premier gathering of country music's elite, including radio programmers, artists, managers, and record label executives. CountryBreakout™ Awards. Bonus distribution at the event.



APRIL/MAY In Charge
CAMERA READY ART DEADLINE: 4/10
PRINT DATE: 4/15 STREET DATE: 4/24
This indispensable annual guide contains carefully updated bios, addresses, phone/fax/e-mail and photos of about 400 top decision makers in Nashville's entertainment industry.



JUNE/JULY Music Row Awards
CAMERA READY ART DEADLINE: 6/5
PRINT DATE: 6/10 • STREET DATE: 6/19
Honors Musicians, Song of the Year, Producer of the Year, Breakthrough Songwriter, Marketing Achievement and more.



AUGUST/SEPTEMBER . . Artist Roster/Studio Report
CAMERA READY ART DEADLINE: 7/31
PRINT DATE: 8/5 • STREET DATE: 8/14
Country label rosters, plus address/phone/fax/e-mail contacts for their managers, publicists, labels and booking agencies. Also includes a directory of Nashville's recording studios, producers, engineers and mastering facilities.



OCTOBER/NOVEMBER Publisher's Special
CAMERA READY ART DEADLINE: 10/2
PRINT DATE: 10/7 • STREET DATE: 10/16
Dedicated to Nashville's creative community, this issue offers a Publisher Directory and a look at the latest business trends in Songwriter Central.



DEC. 09/JAN. 10 Awards Week/Rewind 09
CAMERA READY ART DEADLINE: 11/27
PRINT DATE: 12/2 • STREET DATE: 12/11
Coverage of Nashville's publisher, songwriter, artist and industry winners, including those honored at the CMA Awards. Plus a recap of the big stories of the past year month by month.

A GRAND TOTAL OF OVER 14,000 READERS IN ALL 50 STATES PLUS CANADA, EUROPE & JAPAN

A D V E R T I S I N G RATE CARD

2009



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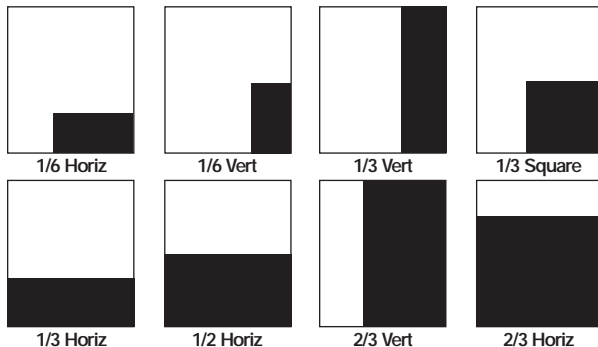
MECHANICAL REQUIREMENTS

Music Row is printed on glossy white enamel stock. We prefer ads supplied via CD, e-mail or FTP. Suitable formats include: Hi-res press quality PDF (fonts embedded), Mac Quark file with supporting graphic/font files, hi-res Photoshop tiff (flattened) or Illustrator EPS (fonts outlined). Please include a print proof.

Full Page Trim Size:	8 ¹ / ₂ "w x 11"h
Full Page Live Area:	8"w x 10 ¹ / ₂ "h
Full Page Full Bleed:	8 ⁵ / ₈ "w x 11 ¹ / ₈ "h
Two-Thirds Page:	Vertical—4 ⁷ / ₈ "w x 9 ¹ / ₂ "h Horiz—7 ¹ / ₂ "w x 6 ⁵ / ₈ "h
Half Page:	Horiz—7 ¹ / ₂ "w x 4 ⁷ / ₈ "h
One-Third Page:	Vertical—2 ³ / ₈ "w x 9 ¹ / ₂ "h Horiz—7 ¹ / ₂ "w x 3 ⁵ / ₁₆ "h Square—4 ⁷ / ₈ "w x 4 ⁷ / ₈ "h
Sixth Page:	Vertical—2 ³ / ₈ "w x 4 ⁷ / ₈ "h Horiz—4 ⁷ / ₈ "w x 2 ¹ / ₂ "h
Twelfth Page:	2 ³ / ₈ "w x 2 ¹ / ₂ "h
Directory Ads:	Width is 1 ¹³ / ₁₆ " Heights vary from 1" to 2" in ¹ / ₂ " increments

PLACEMENT: All advertising appears "run of the book." For special placement, add 10%. Acceptance of copy subject to publisher's approval. Publisher reserves the right to mark as 'advertisement' any ad copy simulating editorial content.

PAYMENT: All accounts paid with order. 1.5% monthly finance charge after 30 days



ART & DESIGN SERVICES

Music Row will prepare ads from your copy, photos and/or logo.

Print ads	\$25-\$125
Website banners	\$29

PRINT AD RATES & DISCOUNTS

Size Of Ad	Single Insertion	5 Or More Insertions
Back Cover (4 color)	\$1,499	\$1,365
Inside Front Cover (4 color)	\$1,399	\$1,275
Page 3 (4 color)	\$1,399	\$1,275
Page 3 (b&w)	\$850	\$770
Inside Back Cover (4 color)	\$1,360	\$1,225
Inside Back Cover (b&w).....	\$895	\$780

Two Page Centerfold (4 color)	\$2,790	\$2,510
Two Page Centerfold (b&w)	\$1,590	\$1,430
Page (4 color)	\$1,295	\$1,175
Page (b&w)	\$795	\$725
Two-thirds Page (4 color)	\$925	\$825
Two-thirds Page (b&w).....	\$649	\$595

Half Page (4 color)	\$780	\$699
Half Page (b&w)	\$499	\$450
One-Third Page (4 color)	\$629	\$559
One-Third Page (b&w)	\$399	\$359
Sixth Page (b&w)	\$230	\$205
Twelfth Page (b&w)	\$125	\$110

*2ND COLOR: \$99.

MULTI-MEDIA ADVERTISING

Programmer PLAYlist Jukebox

- Essential radio programming tool
- E-mail goes **twice weekly** to *BB/R&R*, *MediaBase/CA* and *MusicRow* radio reporters plus hundreds of secondary radio stations (*over 1,200 stations*)
- Contains week-by-week list of singles going for adds

Paid Songs Receive:

- **Artist Card** with photo, marketing copy and link
- Colorful click-to-listen jukebox banner appears on *PLAYlist* e-mail for **four weeks**

Programmer PLAYlist	\$695
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WEBSITE BANNERS

Purchased in monthly intervals. Suitable formats include: jpeg, gif or flash. maximum file size 40k

Website Banner (300 pixels w x 120 pixels h)	\$395
3 month discount	\$1,000

E-MAIL ADVERTISING

@MUSICROW @MusicRow is the e-mail newsletter delivered to all *Music Row* subscribers and over 1,200 country radio stations every Monday, Wednesday and Friday. Ads can be linked to music, video or web pages. Ad rates include a full week of insertions (3X). We prefer ads supplied via e-mail or FTP. Suitable formats include: Hi-res quality PDF (fonts embedded), hi-res Photoshop jpeg or tiff (flattened) or Illustrator EPS (fonts outlined).

Full Page (7.5" w x 10" h).....	\$899
Full Strip (7.5" w x 3.125" h)	\$499
Display Ad (7.5" w x .75" h)	\$149
(approx. 15 words or less)	
Classified Ad	\$75
(25 words or less, additional words \$2 each)	



AfterNoon News is sent to readers 5X per week. Includes two powerful, repetitive ad banners purchased on a quarterly basis. It provides an opportunity to blanket the industry for a 13-week period. Banners can be linked to music, video or Web pages and updated as desired. Suitable formats include: jpeg or gif.

Cost Per 13 Weeks	\$6,000
Horizontal Banner (500 pixels w X 120 pixels h)	
Vertical Banner (160 pixels w X 375 pixels h)	