



BLUEGRASS UNLIMITED MAGAZINE is the first of its type. Created in 1966 this monthly publication is dedicated to the furtherance of bluegrass and old-time country musicians, devotees and associates.

Our advertising rates are quite reasonable and we will be glad to offer our complete cooperation to achieve the most effective results for your message.

All advertising should be addressed to:
 BLUEGRASS UNLIMITED, INC.
 P.O. BOX 771, WARRENTON, VA 20188
 (540) 349-8181 FAX (540) 341-0011
 1-800-BLU-GRASS (258-4727)
 E-mail: advertising@bluegrassmusic.com

For overnight/express deliveries use:
 9514 JAMES MADISON HWY.
 WARRENTON, VA 20186

ADVERTISING RATES

BLACK AND WHITE	1 time	3 times each ad	6 times each ad	12 times each ad
One page	\$825	\$750	\$725	\$700
2/3 page	\$730	\$655	\$630	\$605
1/2 page	\$535	\$495	\$465	\$450
1/3 page	\$385	\$345	\$315	\$300
1/6 page	\$245	\$225	\$215	\$210
1/12 page	\$135	\$125	\$120	\$115
per column inch	\$68	\$63	\$60	\$58
two facing pages	\$1550	\$1475	\$1450	\$1425
CENTER SPREAD	\$1640	\$1565	\$1540	\$1515
Second Color	\$190	\$180	\$170	\$160

(Additional per page or fraction of page)

FULL COLOR	1 time	3 times	6 times	12 times
One page	\$1145	\$1070	\$1045	\$1020
Back cover & Cover 2 (inside front cover)	\$1345	\$1270	\$1245	\$1220
1/2 Page	\$980	\$940	\$915	\$890
1/2 Page Facing Pages	\$1470	\$1430	\$1405	\$1380
1/2 Page Center Spread	\$1550	\$1510	\$1485	\$1460
1/3 Page	\$735	\$695	\$670	\$645
Center spread	\$2255	\$2180	\$2155	\$2130
Two facing pages	\$2115	\$2040	\$2015	\$1990

All advertising will appear "run of the book" other than specified positions as noted on rate card. **For special placement or preferred position, add 10 percent (full page only). Preferred positions must be scheduled with advertising manager each year in writing.**

CANCELLATIONS

CANCELLATIONS or copy changes will not be accepted after advertising closing dates. A contract may be suspended or cancelled on thirty days written notice, and rate will be adjusted to that earned by actual number of insertions used. Publisher will not be bound by any conditions, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with publisher's announced policies.

**NO AD COPY WILL BE TAKEN BY PHONE
 FULL PAYMENT REQUIRED
 with copy unless credit has been established.
 IF PAYMENT IS NOT RECEIVED BY
 CLOSING DATE,
 YOUR AD WILL NOT RUN.
 Proofs not always provided for ads!**

AD SIZE

AD SIZE (maximum framed)	Width (digital)	Depth (digital)
One Page	7 1/4" (7.25)	10" (10.00)
One page bleed	8 1/4" (8.25)	10 7/8" (10.875)
2/3 page (vertical)	4 3/4" (4.75)	10" (10.00)
1/2 page (horz)	7 1/4" (7.25)	4 7/8" (4.875)
1/2 page (island)	4 3/4" (4.75)	7 1/2" (7.50)
1/3 page (vertical)	2 5/16" (2.3125)	10" (10.00)
1/3 page (square)	4 3/4" (4.75)	4 7/8" (4.875)
1/6 page (vertical)	2 5/16" (2.3125)	4 7/8" (4.875)
1/6 (horizontal)	4 3/4" (4.75)	2 3/8" (2.375)
1/12 page	2 5/16" (2.3125)	2 3/8" (2.375)
Column inch	2 5/16" (2.3125)	15/16" (.9375)

COMMISSIONS & DISCOUNTS

Agency commission: 15% of gross billings allowed to recognized advertising agencies. Terms: Net 30 days. Commission not allowed after 45 days.

A service charge of 1 1/2% per month (annual rate of 18%) will be charged on all invoices over 30 days from date of statement.

FREQUENCY DISCOUNTS are determined by the number of insertions in 12 regular monthly issues within any twelve month period.

Advertisers and advertising agencies assume liability for all content (including text, representations, and illustrations) of advertisements printed, and also assume responsibility for any claims arising therefrom made against the publisher. The publisher reserves the right to reject any advertising which he feels is not in keeping with the publication's standards. All copy is subject to publisher's approval.

MECHANICAL INFORMATION

Printed: Web Offset
 Inserts: Consult Publisher
 PHYSICAL DIMENSIONS
 Three columns per page
 Column width: 2 5/16" - 14 picas
 Column depth: 10"
 Page size: 8 1/4" x 10 7/8"
 Minimum Density for color and black & white ads: 300 dpi

CIRCULATION & DISTRIBUTION

Circulation: 22,947 paid as of March, 2007.

DISTRIBUTION: via music stores, record shops, festivals and concerts, newsstands, and subscriptions throughout all of the United States and more than 48 other countries and provinces.

Each magazine is read by an average of 4.2 people.

SUBSCRIBER PROFILE

Average income is \$67,000
 Average age is 45 (52% are male)
 63.65% are married
 Connection to music:
 Over 70% are musicians owning at least one instrument.
 The most common bond is the love of the music and bluegrass comradeship.

PUBLICATION

Publication (12 times yearly)

Written ad copy must be in our office on or before closing date.

Issue	Special Interest	Closing Date	On Sale
January	<i>Festival List</i>	November 25	January 1
February	<i>Grammy Nominees</i>	December 25	February 1
March	<i>Instrument Issue</i>	January 25	March 1
April	<i>Grammy Winners</i>	February 25	April 1
May	<i>List Survey Stations</i>	March 25	May 1
June		April 25	June 1
July		May 25	July 1
August		June 25	August 1
September	<i>IBMA Nominees</i>	July 25	September 1
October	<i>Talent Directory</i>	August 25	October 1
November	<i>List Survey Stations</i>	September 25	November 1
December		October 25	December 1

In consideration of the acceptance of any advertising from the advertiser and/or the advertising agency for publication at the rates set forth in the publisher's Rate Card, the advertiser and/or the advertising agency represents and warrants that all material delivered to the publisher for publication shall be free of libel and that publication thereof will not violate or infringe any copyright, trademark, right of privacy, or any other statutory or common law property right of any person, and that the advertiser and/or the advertising agency will indemnify, defend, and save harmless the publisher, its agents, assigns and successors against any claim, demand, costs, expenses, and damages, including reasonable attorneys fees incurred by the publisher, arising out of or in connection with any breach by the advertiser and/or the advertising agency of any of the foregoing.