

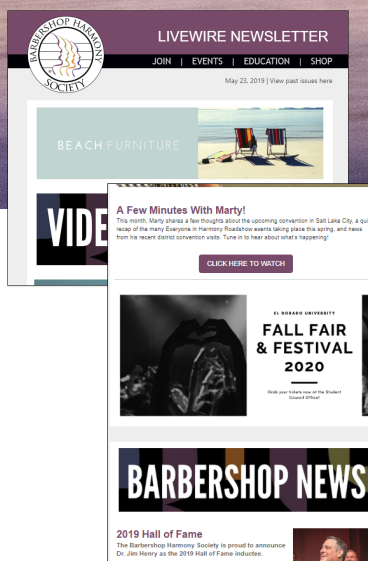


ADVERTISE WITH US



HARMONIZER MAGAZINE

MAILED TO ALL SOCIETY MEMBERS BI-MONTHLY



LIVEWIRE EMAIL NEWSLETTER

OVER 30,000 RECIPIENTS REACHED EVERY WEEK



INTERNATIONAL CONVENTIONS

THOUSANDS OF ATTENDEES FROM ALL OVER THE WORLD

The Harmonizer

Double Spread

16.5" x 10.875"

(Artwork should be 16.75" x 11.125" w/bleed)

\$699

~~\$1,750~~

Full page (live area)

7" x 10"

\$439

~~\$1,100~~

Full page trim size

8.25" x 10.875"

(8.5" x 11.125" w/bleed)

\$439

~~\$1,100~~

1/2 page

7" x 4.875"

\$239

~~\$600~~

1/3 page vertical

2.25" x 10"

\$159

~~\$400~~

**Buy multiple ads
and save**

Details on
next page

Line ad

Example of line ad:

\$29
~~\$75~~

Other Inserts

Call (800) 876-7464 for pricing and more information

Classified Advertising

\$10 per column inch (25-35 words)

Date	City	Chapter	Tickets
Aug. 26	Richardson, TX	Vocal Majority featuring Acoustix	VocalMajority.com

Ads must be received in one of the following digital formats: PDF, EPS, JPG, or TIF (300 dpi or greater)

To reserve ad space, send digital files, or for any questions, please contact marketing@barbershop.org or call (800) 876-7464.

Issues and ad deadlines

Jan/Feb issue:

Commitment by Nov 1
Ad delivered by Nov 17

Mar/Apr issue:

Commitment by Jan 1
Ad delivered by Jan 17

May/June issue:

Commitment by Feb 26
Ad delivered by Mar 13

July/Aug issue:

Commitment by Apr 29
Ad delivered by May 15

Sept/Oct issue:

Commitment by June 17
Ad delivered by July 15

Nov/Dec issue:

Commitment by Aug 26
Ad delivered by Sept 16

The Harmonizer



The Harmonizer is the Barbershop Harmony Society's premiere magazine publication. Published since November 1941, The Harmonizer is delivered in six bi-monthly installments to all Society members' mailboxes across the United States and Canada each year. From

performance wear and tour guided trips and cruises, to upcoming conferences and music production products and services, The Harmonizer is the perfect platform to advertise whatever your company has to offer!

New Reduced Advertising Rates

Buy multiple ads and save big

	1	3	6
Double spread	\$699	\$1,797 (\$599/ea)	\$2,994 (\$499/ea)
Full page - live area	\$439	\$1,077 (\$359/ea)	\$1,674 (\$279/ea)
Full page - trim size	\$439	\$1,077 (\$359/ea)	\$1,674 (\$279/ea)
1/2 page	\$239	\$597 (\$199/ea)	\$954 (\$159/ea)
1/3 page vertical	\$159	\$417 (\$139/ea)	\$714 (\$119/ea)
Cover rates inside front, inside back	\$479	\$1,317 (\$439/ea)	\$2,394 (\$399/ea)
Back cover	\$699	\$1,797 (\$599/ea)	\$2,994 (\$499/ea)
Line ads (ads for shows)	\$29	\$69 (\$23/ea)	\$102 (\$17/ea)

Ads can be in the same issue or different issues

Customers receive a 25% discount on a Harmonizer ad in the July/August issue if an International Convention Exhibit Package is also purchased!

View Convention Exhibit Package pages for details.

International Convention

Convention Advertising Rates (à la carte)

Our annual International Convention is a week-long event held in a new major U.S. city every July.

Past conventions include locations such as Louisville, Charlotte, Salt Lake City, Orlando, and Las Vegas, to name a few. Approximately 5,000 barbershoppers from

around the world – North America, Europe, Japan, Australia, New Zealand, and more – gather for a week of unforgettable shows, contests, volunteer opportunities, bonding moments, late-night tag singing sessions, and educational offerings.

Program Ads

For convention attendees, the full-color program is a guidebook, keepsake souvenir, and constant companion.



Full Page
5" x 8"
\$249
Includes FREE Jumbotron slide!
Add'l pages \$143/ea

Half Page Horizontal
5" x 4"
\$183

Quarter Page
2.5" x 4"
\$149

\$59

"Shout out" block
2.5" x 2"
Put a text-only personalized message to your favorite barbershopper in the program =)

Jumbotron Slides

Jumbotron ads are displayed on large screens in between sets and performances. Advertisements are on a continuous loop (no sound), meaning your advertisement will be seen throughout the competitions and events.



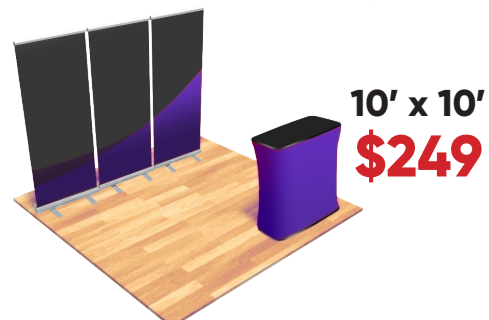
Widescreen Format
(16:9 ratio, 30-sec, no audio)
\$199
Add'l 30-sec ads \$99/ea

Exhibitor Booth Rentals

Our vendor booth offerings, conveniently located in the registration area and near the Marketplace, gives your group an opportunity to be seen by every convention attendee. The Marketplace is a one-stop shop where attendees can purchase Barbershop Harmony Society branded merchandise, music, and other barbershop goods.



10' x 20'
\$399



10' x 10'
\$249

For ad reservations, please contact marketing@barbershop.org or call (800) 876-7464.

Save big with a package deal

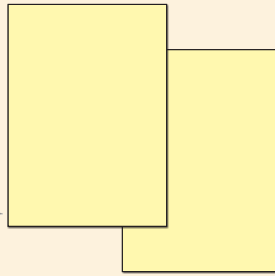
Buy a bronze, silver, or medal package to incorporate all three advertisements platforms - and save big

Gold Medal Package

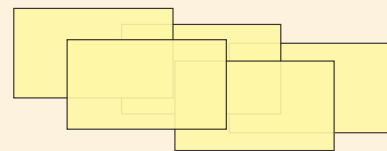
10' x 20' Booth



Two Full Page ads



Five Jumbotron ads



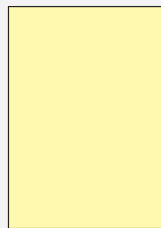
\$583

Silver Medal Package

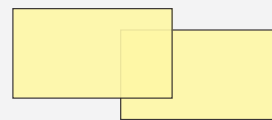
10' x 20' Booth



One Full Page ad



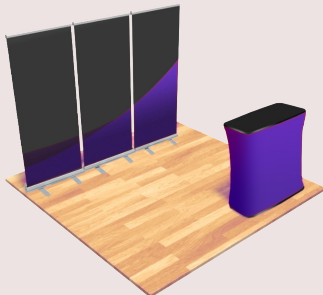
Two Jumbotron ads



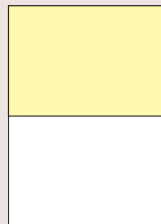
\$449

Bronze Medal Package

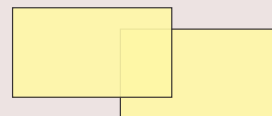
10' x 10' Booth



One Half Page ad



Two Jumbotron ads



\$369

Deadline to purchase a Convention Exhibit Package and/or reserve exhibitor space is May 15. Customers receive a 25% discount on a Harmonizer ad in any issue if a Convention Exhibit Package is purchased! For ad reservations, please contact marketing@barbershop.org or call (800) 876-7464.

Midwinter Convention

Convention Advertising Rates (à la carte)

The Barbershop Harmony Society's Midwinter Convention features four days of shows, contests, volunteer opportunities, bonding moments, late-night tag singing sessions, and music education. Held in a different major city every January, the Midwinter convention attracts thousands of music lovers

from around the world each year. Past convention locations include Daytona Beach, FL, Pasadena, CA, and Jacksonville, FL. Midwinter also hosts Next Generation Barbershop Junior Quartet Contest and Chorus Invitational, and the Seniors Quartet Contest.

Digital Program Ads



Full Page

5" x 8"

\$30

Digital Slides for Live Stream

Digital ads are displayed during the Live Stream in between sets and performances. Advertisements are on a continuous loop (no sound), meaning your advertisement will be seen throughout the competitions and events.



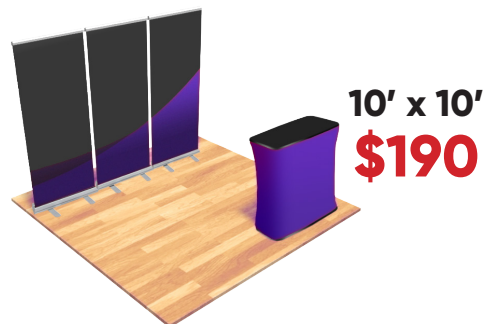
Widescreen Format

(16:9 ratio, 30-sec, no audio)

\$30

Exhibitor Booth Rentals

Our vendor booth offerings, conveniently located in the registration area and near the Marketplace, gives your group an opportunity to be seen by every convention attendee. The Marketplace is a one-stop shop where attendees can purchase Barbershop Harmony Society branded merchandise, music, and other barbershop goods.



10' x 10'

\$190

For ad reservations, please contact marketing@barbershop.org or call (800) 876-7464.

Convention Technical Requirements

BIG SCREEN –

Advertiser must provide the Barbershop Harmony Society with the advertising ready to be displayed on the screens. The big screen ad loop runs a Microsoft PowerPoint slideshow and MUST BE in 16:9 FORMAT (1920 x 1080 screen resolution is optimal). There is no audio capability. Multiple slides can be used but it is recommended that each slide be set for a minimum of six seconds before moving to the next slide. There should be large enough to be readable by all audience members in the venue, we recommend text at least 36 point or greater for optimal viewing. Each ad submitted should be timed to be no longer than 30 seconds. Final output will be presented at a 16:9 format.

In addition to providing Powerpoint slides for your ad, you may also produce a video of your ad in 16:9 widescreen resolution (1920x1080 recommended). Powerpoint accepts the following video formats: .ASF, .AVI, .MP4, .M4V, .MOV, .MPG, .MPEG, and .WMV.

PROGRAM –

Advertiser must provide the Barbershop Harmony Society with an Adobe PDF file. Full resolution JPGs and TIFs are also acceptable, but PDFs at 300DPI resolution are preferred.

Full-page ads are 5" wide x 8" tall (with 1/4" bleed for a total size of 5.25" wide x 8.25" tall).

Half-page ads are 5" wide x 4" tall (with 1/4" bleed for a total size of 5.25" wide x 4.25" tall).

Quarter-page ads are 2.5" wide x 4" tall (with 1/4" bleed for a total size of 2.75" wide x 4.25" tall).

All ads should be full color with full bleed (1/4" bleed on all sides).

Preferred format: Adobe PDF. Full resolution JPGs and TIFs are also acceptable, but PDFs at 300DPI resolution are preferred.

LIVEWIRE

BARBERSHOP NEWS YOU CAN USE

The LiveWire e-newsletter is the Society's weekly roundup of information on news, events, and stories of interest. Distributed to over 30,000 members each week, LiveWire is a wide-reaching place to promote your new product or upcoming event.

- We take reservations for up to two (2) ads per issue on a first come, first serve basis
- Discounts are available for repeats of the same ad within 4 weeks (see 2x rate)
- All ads allow for a combination of branded text, colors, and graphics
- A URL link to your website is included
- BHS members/associates/chapters/districts/quartets receive a \$50 discount
- Ad image, along with the corresponding URL and copy (if applicable), must be provided and approved at least one week in advance of issue run-date (Ad design services are available for an additional \$50).

OPTION 1: Top Banner

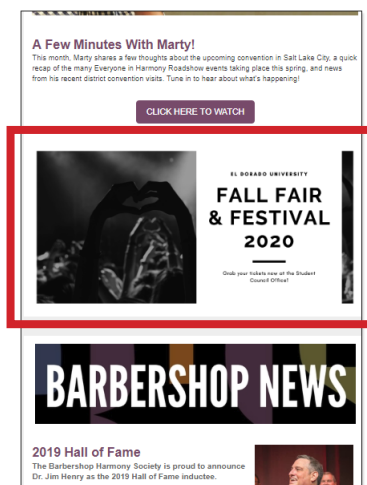
Featured under BHS masthead



Ad Dimension	600 x 150 pixels
File Format	JPG, PNG
Resolution	72 dpi
Pricing	1x: \$120 2x: \$200

OPTION 2: Exclusive Pagefold

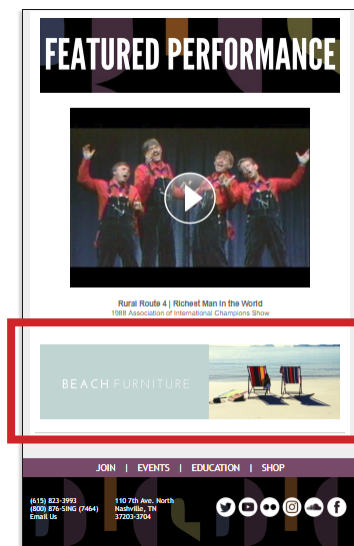
Featured in between "Video of the Week" and "Barbershop News"



Ad Dimension	1024 x 512 pixels
File Format	JPG, PNG
Resolution	72 dpi
Pricing	1x: \$120 2x: \$200

OPTION 3: Bottom Banner

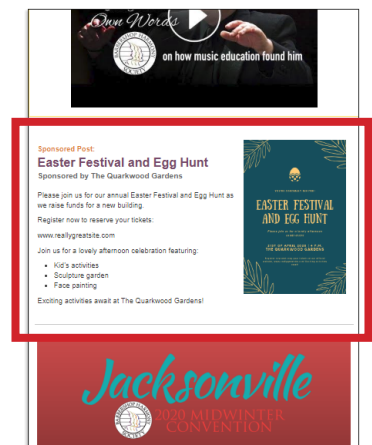
Featured after "Featured Performance" video



Ad Dimension	600 x 150 pixels
File Format	JPG, PNG
Resolution	72 dpi
Pricing	1x: \$60 2x: \$100

OPTION 4: Sponsored Post

Featured in email body



Ad Dimension	200 x 300 pixels
File Format	JPG, PNG
Resolution	72 dpi
Pricing	1x: \$120 2x: \$200
Word Count	Approx 50 - 70

Visit barbershop.org/LiveWire to view our most recent newsletters.

Contact marketing@barbershop.org or call (800) 876-7464 to reserve space today!