



Dear Mr. Engelke:

Would you like your new Tijuca CD to be reviewed in *Fanfare*? And would you also like to be interviewed by America's premier classical CD review magazine (including exposure for *four* months in the magazine and at our Web site)? Read on!

Please consider advertising *Songs, Remembrances and Impressions* in the magazine and evaluating the following interview proposal - your support will be much appreciated.

As you may already know, *Fanfare, The Magazine for Serious Record Collectors*, now in its 35th year, is regarded by many as the world's finest and most respected publication devoted to coverage of new classical releases. (Skeptical? Just go to www.fanfaremag.com and read any of the sample reviews from the latest edition.) Each issue is about 500 pages long and contains reviews of 400 - 500 CDs, SACDs, and DVDs. If you're interested, I'll mail you a complimentary copy of a recent issue and/or give you temporary access to our on-line edition, including the *Fanfare Archive*, which contains all of the reviews and interviews from the current issue as well as all of the articles from dozens of previous issues.

Here are *your* special display-ad rates (ad specs can be found below this message):

Inside front cover \$1500 (net)
 Full page color \$1000
 1/2 page color \$700
 1/4 page color \$500

If you advertise, I will personally guarantee that your CD will be reviewed, and your ad will appear not only in the magazine but also free of charge on our Web site at www.fanfaremag.com. Please take some time to explore "Our Advertisers" at the top of the home page and "Fanfare Advertisers" at the bottom, which provide links to the advertisers' sites. And then click any review on the home page, and you'll find the rest of the review on the next page plus an ad from the current issue. The bottom lines: Our Web site is friendly to our advertisers, and note the number of performers and composers participating with links to their sites.

Why else should you advertise? Because, as our subtitle suggests, we cater to a very specialized clientele of extremely sophisticated collectors. These music lovers don't buy a few CDs every month, they buy thousands - and I'm sure that you'd like yours to be among them. We can help you reach these collectors.

Never advertised before? We can also help you with that by recommending an excellent graphics company that's also very reasonable.

But we can do more. If you advertise at one of the four levels listed below, I'll assign you to an interviewer, carefully chosen to match your interests, for a feature story. Our interviewers go far beyond the puff pieces common today; our typical interview runs about 2,500 words. How many times have you had the opportunity to talk about what you do with someone who truly understands your problems and issues? And, best of all, you'll be able to use the interview and review almost as soon as they've been submitted and edited - you can quote as much as you like, even before they appear!

Here are the four options for advertising if you'd like to be interviewed (and have your CD reviewed):

- 1) Inside front cover ad or inside back cover ad in two consecutive issues (total cost \$3000). (All of the inside front and inside back covers for 2011 and the Jan/Feb 2012 inside front cover have been reserved.)
- 2) Inside front cover ad or inside back cover ad and full page color ad in two consecutive issues (total cost \$2500). (All of

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3) Full page color ad in two consecutive issues, or a two-page spread in a single issue (total cost \$2000).

4) Full page color ad and 1/2 page color ad in two consecutive issues (total cost \$1700).*

When you're interviewed, the review of your CD will be attached to your feature in the front of the edition instead of being published in the regular classical CD review section of the issue.

The editorial deadline for the Nov/Dec issue was Aug. 1. Advertising for that issue should be reserved by Sept. 1 with graphics due Sept. 8. The editorial deadline for the Jan/Feb issue is Oct. 1. Advertising for that issue should be reserved by Nov. 1 with graphics due Nov. 8.

If you decide to accept the proposal, I won't proceed with any aspect of it unless I find a critic who's receptive to your CD. Please let me know if you'd like to make your artistry known to a special audience.

Sincerely,
Joel Flegler
Editor
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US

Web www.fanfaremag.com

Phone 201 567-3908

*Ask about the various payment options for installment plans. *Fanfare* also has low charges for premium positions from pp. 1- 25.

Advertising – Mechanical Requirements

	Print Version		Web Version
Full Page	5 in x 8 1/8 in	12.7 cm x 20.6 cm	Your choice of: 500px x 731px 500px x 750px 500px x 813px 500px x 831px
Full Page bleed	“live” area 5 ½ in x 8 ½ in	14.0cm x 21.6 cm	Your choice of: 500px x 731px 500px x 750px 500px x 813px 500px x 831px
	trim size 6 in x 9 in	15.2 cm x 22.9 cm	
	bleed 6 ½ in x 9 ½ in	16.5 cm x 24.1 cm	

Half page	Horizontal: 5 in x 4 in Vertical: 2 3/8 in x 8 1/8 in	Horizontal: 12.7 cm x 10.2 cm Vertical: 6.1 cm x 20.6 cm	Horizontal half page: 500px x 400px For half-page vertical ads, please rework to Full Page sizes
Quarter Page	Horizontal: 5 in x 2 in Vertical: 2 3/8 in x 4 in	Vertical: 12.7 cm x 5.1 cm or Vertical: 6.1 cm x 10.2 cm	500px x 200px