

 **MUSICAL ARTS SOCIETY
OF NEW ORLEANS**

P.O Box 750698

New Orleans, LA 70175

www.masno.org

504.899.4826

**27th New Orleans International Piano Competition
New Orleans Keyboard Festival and Piano Institute
July 22-29, 2018**

Program Book Advertising Rates

Color Advertising Rates

Full Page

- Outside back cover: \$1,500
- Inside front/back cover: \$1,250
- Internal Page: \$750

(WITH BLEED) 8-3/4" x 11-1/4"

Trim Size: 8-1/2" x 11", keep live matter 1/4" within trim size

(NO BLEED) 7-1/2" x 10"

1/2 Page: \$450

7-1/2" x 4-3/4"

1/4 Page: \$260

Horizontal: 7-1/2" x 2-3/8"

Vertical: 3 3/4" x 4 7/8"

Black and White Advertising Rates

Full Page (Internal): \$300 (7.5" x 10")

1/2 Page: \$200 (7.5" x 5")

1/4 Page: \$150 (7.5" x 2.5")

1/8 Page: \$80 (3.75" x 2.5")

Preferred programs: Quark Xpress, PhotoShop, Adobe Illustrator

Acceptable file formats: .TIFF, .JPEG, .EPS, .PDF

For more information contact: Elissa Bluth

ejbluth@yahoo.com

504.606.3229

Deadline to submit artwork is July 5, 2018. Artwork must be submitted via email to director@masno.org. Payments to the Musical Arts Society of New Orleans are expected upon receipt of invoice.

About the New Orleans International Piano Competition and Program Book: After hearing approximately 200 international auditions, the New Orleans International Piano Competition (NOIPC) invites 12 of the world's most talented up and coming pianists to new Orleans for a week of magnificent piano playing as semi-finalists competing for performance cash prizes totaling over \$35,000. The NOIPC runs in conjunction with the New Orleans Keyboard Festival and Piano Institute which is an intensive solo performance program for advanced college, high school, and junior high pianists from around the world featuring master classes and recitals open to the public. This summer, the guest artist recital will be presented by Alexandre Moutouzkine, piano and Chloé Kiffer, violin. This week-long festival attracts music lovers of all ages and demographics from students and local piano teachers to internationally esteemed music faculty, acclaimed artists, orchestral administrations, and some of the musical arts' most dedicated audience of patrons and sponsors. With the exception of the piano students, the general age of the audience in attendance ranges from 25-80 years of age. A substantial book of about 80 pages, the NOIPC program book is distributed throughout the week of the competition to an audience of approximately 500. It is then used throughout the year by the Musical Arts Society of New Orleans to promote MASNO events, present to potential donors and sponsors, apply for grants, and collectively showcase who we are and what we do. It is distributed internationally as well via our NOIPC semifinalists and other MASNO partners. For more information about MASNO and the New Orleans International Piano Competition, Keyboard Festival and Piano Institute, please visit www.masno.org.