

JAZZ IN CHICAGO GUIDE

Advertising Rate Sheet#1

effective April, 2005

ADVERTISEMENT	4 COLOR	B&W	SIZE
Back Cover	\$3500		6.0x9.0 Plus .125 bleed
Front Inside Cover	2800		6.0x9.0 Plus .125 bleed
Back Inside Cover	2350		6.0x9.0 Plus .125 bleed
Full Page	2000	\$1700	6.0x9.0 Plus .125 bleed
One Half Page	1500	1200	6.0x4.5 plus .125 bleed
One Half Vertical			

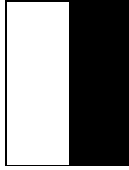
RESOLUTION: 300 dpi LIVE AREA: 6"w by 9"h TRIM SIZE OF MAGAZINE: 6"w by 9"h FULL-PAGE BLEED ADS: Add 1/8 inch (.125") to all 4 sides of the TRIM SIZE of the magazine above. There is no extra charge. BINDERY: Perfect Bound.



Full Page



Half horizontal



Half Vertical

PLEASE SEND DIGITAL FILES: Fully composed Photoshop TIFF files, with Mode on CMYK for four-color ads or Grayscale for Black and White ads. Graphics Quality PDF can also be used if necessary.

ADDITIONAL CHARGES: Advertiser will be held responsible for additional production charges if work is required on the submitted materials. Any additional charges for improperly formatted ads will be passed on to the Advertiser.

ARTWORK MATERIALS should be sent with a PAPER PROOF INCLUDED on a CD-ROM or ZIP disk to the attention of the Ad Director at: JAZZ INSTITUTE OF CHICAGO, 410 S. Michigan Ave., Suite 943, Chicago, IL 60605. submitted materials will not be returned by Jazz in Chicago Guide.

EMAIL: Ads can also be emailed to publisher@jazzinchicago.org. Please compress ads using Stuffit. FILMMAKER Magazine will not be held responsible for artwork glitches occurring with email transmission of ad artwork. Please inform the ad Director prior to emailing ads of your intention to do so.

PAYMENT must accompany the artwork for first time advertisers. Payment options include
1. Check payable to JAZZ INSTITUTE OF CHICAGO
2. Credit Card (Visa, Master Card)

FREQUENCY DISCOUNTS are available on four-time consecutive insertions.
SPECIAL OPTIONS include Gatefold Covers, Blow-ins, Inserts and Website Placement.
Call for further information.

JAZZ IN CHICAGO GUIDE is a quarterly publication. The four issues are WINTER, SPRING, SUMMER and FALL.

AD DIRECTOR: Darlene Williams phone 312-427-1676 • fax 312-427-1684 •
email darlene@jazzinchicago.org

JAZZ IN CHICAGO GUIDE reserves the right to refuse any ad for any reason, including overdue payment. Prices and schedule are subject to change without notice. By placing an insertion with JAZZ IN CHICAGO GUIDE, the advertiser accepts full responsibility for any claims made by the advertisement.

JAZZ IN CHICAGO

A NEW ADVERTISING OPPORTUNITY

YOUR INSIDE GUIDE TO JAZZ IN THE WINDY CITY

jazz
institute
of chicago

COREY WILKES,
one of the "new cats."

The **JAZZ IN CHICAGO GUIDE** will increase participation in jazz in Chicago by creating a new avenue which: invites casual and non-listeners to experience the music in its various forms; creates a centralized information resource which lists and promotes Chicago jazz music; offers casual-listener-friendly local musician and club profiles and recorded music recommendations and pre-views of upcoming shows and events.

A large audience exists for jazz in Chicago, evidenced by the attendance at Chicago Jazz Festival, Jazz Unites' Jazz Festival, free programs like the Jazz Institute's JazzCity and Jazz Fair programs, and listeners to jazz radio stations and patrons at the clubs.

Though there is unprecedented growth and diversity of jazz music in Chicago in this period of time, for a newcomer, it's hard to sort out the depth, breadth and diversity of the scene. By distributing this guide at free concerts and festivals, clubs, record stores and programs directed toward youth, the Jazz in Chicago guide will make jazz more accessible to more people than at any other time in our city's history.

The JAZZ IN CHICAGO GUIDE will publish 150,000 copies over 4 quarters(37,500 per quarter for 3 quarters and 50,000 for a special Chicago Jazz Festival edition.

A few facts about the "active" audience:

- 305,000* reported attendance Chicago Jazz Festival
- 175,000 in WBEZ's reported jazz audience
- 30,000+ average total attendance Jazz in June Ravinia
- 30,000 attendees at South Shore Jazz Festival
- 5,000 single ticket buyers to CSO Jazz
- 1,000 Jazz Institute members

The Jazz Audience is LARGE

According to NEA/NEH research:

- 11% (22.2 million) of the US adult population attends live jazz concerts, making it roughly the same size as the classical music audience (23.8 million participants).
- Chicago is likely to over-index this number given broader availability of music, demographics of the population and the city's history with the music
- A very safe estimate given Metro Chicago's adult population (750,000-1,000,000)
- Radio/TV/Recorded Music likely double this estimate

Jazz fans are Loyal

The average visit per year per patron is the same for jazz as classical music at 3.1 average visits per year—which ranks them second only to art museums in average visits.

- A small survey conducted by Chicago's Jazz Institute noted that the number one thing attendees wanted was more jazz in every form.

Jazz Lovers are More Diverse

The jazz audience is more diverse overall and in concert specific settings than other arts.

- NEA demographic data for jazz shows a much more balanced audience with combined African American and Latino audiences making up larger percentages than in any other benchmarked activities. (African Americans over-index standard benchmarks by 159%. Latino's are on-index.) Again, diverse participation is likely even higher in Chicago.