



Billboard defines success in the world of music. Building on its core strengths: access, authenticity and credibility; Billboard is the authority in music entertainment.

Key music, entertainment and consumer brand industry executives turn to Billboard each week for its exclusive charts, unparalleled news and insightful analysis across all music genres. Billboard is the only music publication that reaches this highly affluent and influential audience, who set the trends for pop culture.

THE BILLBOARD READER

71% are between the ages of 25-54 (median age of 47)

82% are college graduates (27.5% post degree)

65% are director level or above

Average yearly household income of **\$278,620**

61% are members of one or more industry associations including BMI, ASCAP, NARAS, SESAC, RIAA, NARIP AAAA, AMPAS and others

37% keep the annual double year-end issue for over a year

71% of respondents have taken one or more actions in response to an ad in Billboard magazine*
*Includes Billboard.biz

Source: Harvey Study, June 2008



2011 EDITORIAL HIGHLIGHTS



ISSUE DATE	STREET DATE	EDITORIAL FOCUS	BONUS DISTRIBUTION
8-Jan	1-Jan	GRAMMY PREVIEW (Special Double Issue)	MIDEM* (Both the 22-Jan & 29-Jan will be distributed)
22-Jan	15-Jan	MIDEM DEALMAKERS 2011 BUZZ 50: A look ahead at the year in music and technology	
5-Feb	29-Jan	SUPER BOWL PREVIEW	
12-Feb	5-Feb	TOP 25 PRODUCERS	
19-Feb	12-Feb	PUBLISHER'S QUARTERLY #1	
26-Feb	19-Feb	THE GRAMMY WRAP TOURING SERIES: NEW & RENOVATED VENUES/VENUES TO WATCH (Special Double Issue)	
12-Mar	5-Mar	BILLBOARD SPECIAL FEATURE: CANADA	T.J. Martell Family Day
19-Mar	12-Mar	SOUTH BY SOUTHWEST (SXSW) PREVIEW	South By Southwest
26-Mar	19-Mar	THE FINANCIAL SIDE OF THE BUSINESS: TAXES & ACCOUNTING	
2-Apr	26-Mar	BI-ANNUAL BRANDING REPORT SCHOOLS THAT ROCK: THE COUNTRY'S TOP MUSIC PROGRAMS	
9-Apr	2-Apr	WHO EARNS WHAT? Billboard surveys salaries across various sectors of the industry	
16-Apr	9-Apr	THE PHILANTHROPY ISSUE	
23-Apr	16-Apr	MUSIC FESTIVAL PREVIEW TOURING SERIES: TRAVEL & TRANSPORTATION	
30-Apr	23-Apr	LATIN SERIES: BILLBOARD LATIN MUSIC CONFERENCE & AWARDS (Special Double Issue)	Billboard Latin Conference & Awards
14-May	7-May	BILLBOARD LATIN MUSIC CONFERENCE & AWARDS WRAP-UP	
21-May	14-May	SUMMER PREVIEW ISSUE TOURING SERIES: SUMMER TOURS PUBLISHER'S QUARTERLY #2	
11-Jun	4-Jun	THE COUNTRY MUSIC SCENE 25 BEST CLUBS IN AMERICA	Billboard Country Summit
18-Jun	11-Jun	THE POWER 100: A ranked list of the 100 most powerful people in the music industry TOURING SERIES: ARENA MARKETING & FAMILY SHOWS	EAMC
25-Jun	18-Jun	BI-ANNUAL GAMING REPORT SONGWRITERS HALL OF FAME: Spotlight on the 2011 Inductees	Songwriters Hall of Fame Induction Ceremony

EDITORIAL FEATURES FROM BILLBOARD MAGAZINE EXTENDED ONLINE TO BILLBOARD.BIZ WITH SPECIAL, ENHANCED INTERACTIVE CONTENT. PLEASE CONTACT YOUR SALES REPRESENTATIVE FOR ONLINE ADVERTISING AND SPONSORSHIP OPPORTUNITIES.

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Notes:

All issue dates and edit themes are subject to change

Bonus distribution is subject to change

Advertising adjacencies within specific edit features may have an earlier space close

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2-Jul	25-Jun	10 YEARS AFTER NAPSTER SHUT DOWN: Billboard takes a look back at the game-changing phenomenon	
9-Jul	2-Jul	READERS' POLL / MID-YEAR SURVEY LATIN SERIES: LATIN MEDIA (Special Double Issue)	
23-Jul	16-Jul	MASTERS OF MERCH	
30-Jul	23-Jul	COMIC-CON WRAP-UP TOURING SERIES: MID-YEAR CHARTS, TICKETING TECH UPDATE & IAVM	IAVM Trade Show (previously IAAM)
6-Aug	30-Jul	THE NEW DIY TOP RADIO PROGRAMMERS	
13-Aug	6-Aug	BILLBOARD SPECIAL FEATURE: JAPAN	
20-Aug	13-Aug	START ME UP: 10 Best New Digital Music Companies PUBLISHER'S QUARTERLY #3	
27-Aug	20-Aug	MAJOR LABEL ROUNDTABLE LATIN SERIES: LATIN POWER PLAYERS	
3-Sep	27-Aug	FALL PREVIEW	
17-Sep	10-Sep	WEALTH MANAGEMENT PACKAGE TOURING SERIES: SUMMER TOURING ROUNDUP; ARENA / ARENA THEATERS	
24-Sep	17-Sep	BI-ANNUAL BRANDING REPORT	
1-Oct	24-Sep	MAXIMUM EXPOSURE	Advertising Week
8-Oct	1-Oct	FUTURESOUND TOP LAWYERS TOURING SERIES: UNIVERSITY VENUES & BOOKING AGENTS	FutureSound Conference
15-Oct	8-Oct	LATIN SERIES: LATIN GRAMMY PREVIEW	
22-Oct	15-Oct	WOMEN IN MUSIC ISSUE	Billboard Women in Music Event
29-Oct	22-Oct	FILM & TV MUSIC ISSUE 10th ANNIVERSARY OF THE INTRODUCTION OF THE IPOD	THR/Billboard Film & TV Music Conference
5-Nov	29-Oct	TOURING SERIES: BILLBOARD TOURING CONFERENCE & AWARDS	Billboard Touring Conference & Awards
12-Nov	5-Nov	MEDIA, ENTERTAINMENT & MONEY BI-ANNUAL GAMING REPORT	Prometheus Media, Entertainment & Money Conference
19-Nov	12-Nov	PUBLISHER'S QUARTERLY #4	Billboard Music & Advertising Conference
26-Nov	19-Nov	MUSIC & ADVERTISING BILLBOARD SPECIAL FEATURE: AUSTRALIA	
17-Dec	10-Dec	YEAR IN MUSIC (Special Double Issue)	

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2011 SCHEDULING CALENDAR



COVER DATE (SAT)	ON SALE DATE (SAT)	ROB SPACE CLOSE (FRI)	ROB MATERIAL CLOSE (MON)	SPECIALS CLOSE (WED)	SPECIALS MATERIALS CLOSE (TUES)
8-Jan	1-Jan	(Mon) 20-Dec	(Mon) 27-Dec	(Wed) 8-Dec	(Mon) 14-Dec
22-Jan	15-Jan	7-Jan	10-Jan	(Mon) 27-Dec	(Mon) 4-Jan
29-Jan	22-Jan	(Thurs) 13-Jan	(Fri) 14-Jan	(Tues) 4-Jan	11-Jan
5-Feb	29-Jan	21-Jan	24-Jan	12-Jan	18-Jan
12-Feb	5-Feb	28-Jan	31-Jan	19-Jan	25-Jan
19-Feb	12-Feb	4-Feb	7-Feb	26-Jan	1-Feb
26-Feb	19-Feb	11-Feb	14-Feb	2-Feb	8-Feb
12-Mar	5-Mar	25-Feb	28-Feb	16-Feb	22-Feb
19-Mar	12-Mar	4-Mar	7-Mar	23-Feb	1-Mar
26-Mar	19-Mar	11-Mar	14-Mar	2-Mar	8-Mar
2-Apr	26-Mar	18-Mar	21-Mar	9-Mar	15-Mar
9-Apr	2-Apr	25-Mar	28-Mar	16-Mar	22-Mar
16-Apr	9-Apr	1-Apr	4-Apr	23-Mar	29-Mar
23-Apr	16-Apr	8-Apr	11-Apr	30-Mar	5-Apr
30-Apr	23-Apr	15-Apr	18-Apr	6-Apr	12-Apr
14-May	7-May	29-Apr	2-May	20-Apr	26-Apr
21-May	14-May	6-May	9-May	27-Apr	3-May
28-May	21-May	13-May	16-May	4-May	10-May
4-Jun	28-May	20-May	23-May	11-May	17-May
11-Jun	4-Jun	(Thurs) 26-May	(Fri) 27-May	(Mon) 16-May	(Mon) 23-May
18-Jun	11-Jun	3-Jun	6-Jun	25-May	31-May
25-Jun	18-Jun	10-Jun	13-Jun	1-Jun	7-Jun
2-Jul	25-Jun	17-Jun	20-Jun	8-Jun	14-Jun
9-Jul	2-Jul	24-Jun	27-Jun	15-Jun	21-Jun
23-Jul	16-Jul	8-Jul	11-Jul	29-Jun	5-Jul
30-Jul	23-Jul	15-Jul	18-Jul	6-Jul	12-Jul
6-Aug	30-Jul	22-Jul	25-Jul	13-Jul	19-Jul
13-Aug	6-Aug	29-Jul	1-Aug	20-Jul	26-Jul
20-Aug	13-Aug	5-Aug	8-Aug	27-Jul	2-Aug
27-Aug	20-Aug	12-Aug	15-Aug	3-Aug	9-Aug
3-Sep	27-Aug	19-Aug	22-Aug	10-Aug	16-Aug
10-Sep	3-Sep	26-Aug	29-Aug	17-Aug	23-Aug
17-Sep	10-Sep	(Thurs) 1-Sept	(Fri) 2-Sept	(Mon) 22-Aug	(Mon) 29-Aug
24-Sep	17-Sep	9-Sep	12-Sep	31-Aug	6-Sep
1-Oct	24-Sep	16-Sep	19-Sep	7-Sep	13-Sep
8-Oct	1-Oct	23-Sep	26-Sep	14-Sep	20-Sep
15-Oct	8-Oct	30-Sep	3-Oct	21-Sep	27-Sep
22-Oct	15-Oct	7-Oct	10-Oct	28-Sep	4-Oct
29-Oct	22-Oct	14-Oct	17-Oct	5-Oct	11-Oct
5-Nov	29-Oct	21-Oct	24-Oct	12-Oct	18-Oct
12-Nov	5-Nov	28-Oct	31-Oct	19-Oct	25-Oct
19-Nov	12-Nov	4-Nov	7-Nov	26-Oct	1-Nov
26-Nov	19-Nov	11-Nov	14-Nov	2-Nov	8-Nov
3-Dec	26-Nov	(Thurs) 17-Nov	21-Nov	(Mon) 7-Nov	(Mon) 14-Nov
10-Dec	3-Dec	(Wed) 23-Nov	28-Nov	(Mon) 14-Nov	(Mon) 21-Nov
17-Dec	10-Dec	2-Dec	5-Dec	23-Nov	30-Nov

**** ALL BOLD ARE EARLY CLOSING****

(Closings subject to change without notice, check with your sales representative)

****ADS ARE ALL DUE ON THE CLOSING DAY. EXTENSION DAYS ARE LISTED ABOVE.****

MECHANICAL REQUIREMENTS

ACCEPTABLE FILES

All ads must be supplied as print ready PDF/X-1a:2001 files only – we do not accept any other format.

ACCEPTABLE SOFTWARE

Adobe Acrobat PDF Files

Files should NOT be RGB. Spot colors are available at an additional cost. Files should be at least 300 dpi; lower resolution files will print poorly.

ADOBE ACROBAT PDF FILES

We support files generated by Adobe Acrobat 4 through Acrobat 8 using the specific job options settings downloaded from:

<http://www.cadmusmediaworks.com/index2.html>

- A PDF should be generated from a high resolution Postscript file
- All items not mentioned should be turned off, set to default or to none. Use the Prinergy Refiner Postscript Printer Description (PPD), which can be downloaded at www.cadmusmediaworks.com/index2.html
- All application files must be flattened before generating PDF files

AD SUBMISSIONS

Submit PDF/X-1a:2001 advertising materials through our ad portal at: ads.billboard.com

- Create a user account
- Select "Submit A New Ad"
- Select publication
- Select ad parameters
- Complete the job ticket and attach your PDF/X1a:2001 file(s) and hit Upload File button
- Please allow for file(s) to complete processing
- Review and approve your submission
- Receive an automated e-mail highlighting preflight results that will include a preview (low res) of your file and a preflight report
- File naming: Publication abbreviation, issue date and ad name
 - o Example: BB_0215_XYZLABEL.pdf
 - o Do not exceed 20 characters in the naming convention

STORAGE OF PRINTED PDFs

Advertisements running in Billboard will remain on file for one year.

AGENCY COMMISSIONS

15% of gross billing is allowed to recognized advertising agencies (on space, color and position charges only), provided account is paid within 30 days of invoice date and camera ready artwork is provided. Letterhead/official insertion order required. NO CASH DISCOUNT. No advertising accepted from agencies acting solely as "agents" for their clients. Commission is NOT allowed on such charges as backing inserts, trimming, printing of inserts and all production functions performed by publisher.

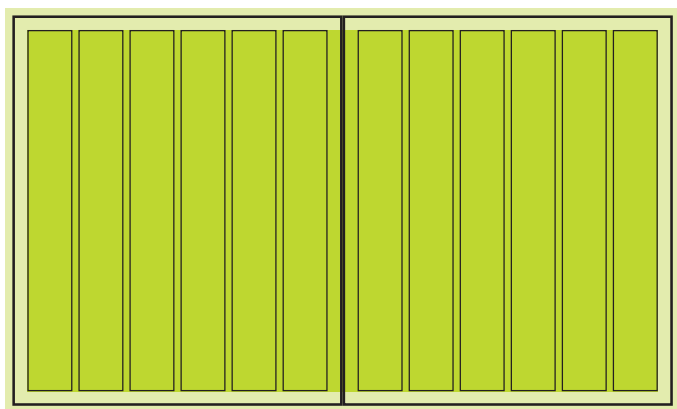
PAPER Coated web groundwood

PRINTING Printing by web offset

BINDING METHOD Saddle stitched

Billboard magazine is produced CTP

2011 AD SPECS



2-PAGE SPREAD

Gutter bleed:

$21\frac{1}{8}" \times 12\frac{5}{8}"$

53.7cm x 32cm

Full bleed:

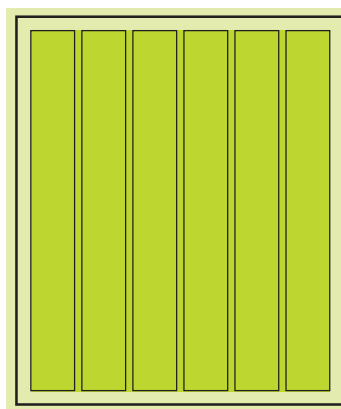
$22" \times 13\frac{3}{4}"$

55.6cm x 34.9cm

Trim:

$21\frac{3}{4}" \times 13\frac{1}{2}"$

55.2cm x 34.3cm



FULL PAGE

Non-bleed:

$10\frac{1}{16}" \times 12\frac{5}{8}"$

25.6cm x 32cm

Full bleed:

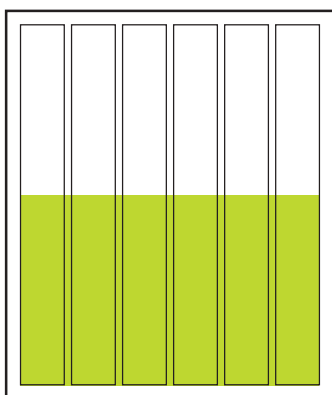
$11\frac{1}{8}" \times 13\frac{3}{4}"$

28.3cm x 34.9cm

Trim:

$10\frac{7}{8}" \times 13\frac{1}{2}"$

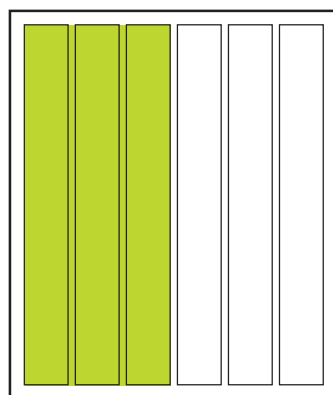
27.6cm x 34.3cm



HALF PAGE HORIZONTAL

$9\frac{7}{8}" \times 6\frac{1}{8}"$

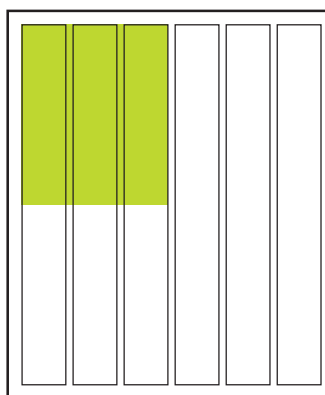
25.1cm x 15.6cm



HALF PAGE VERTICAL

$4\frac{13}{16}" \times 12\frac{1}{2}"$

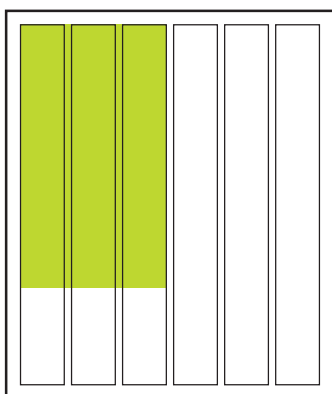
12.2cm x 31.7cm



QUARTER PAGE

$4\frac{13}{16}" \times 6\frac{1}{8}"$

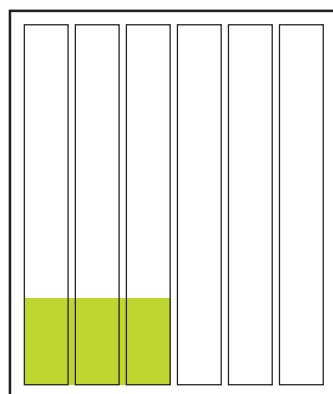
12.2cm x 15.6cm



3/8 PAGE VERTICAL

$4\frac{13}{16}" \times 9\frac{3}{8}"$

12.2cm x 23.8cm



1/8 PAGE HORIZONTAL

$4\frac{13}{16}" \times 3"$

12.2cm x 7.6cm

2011

ADVERTISING TERMS & CONDITIONS

Billboard

1. All advertising is subject to Publisher's approval. Rates, conditions and space units are subject to change without notice. Positioning requests that are not paid for are not guaranteed. Publisher may reject advertisements without liability, for any reason or no reason, including those that Publisher deems inappropriate or incompatible with its standards and those that have been previously acknowledged or accepted. Publisher may place the word "advertisement" or otherwise add or delete text to or from ads, which, in Publisher's opinion, resemble editorial matter. Publisher does not accept cancellations after the publication closing date. Publisher may print any advertisement received before then and collect the full amount shown on the insertion order. A 15% commission will be paid to advertising agencies recognized by Publisher. No commissions will be paid on production and mechanical charges.

2. Payment terms are net 30 days after date of invoice. Publisher may apply payments from Advertiser or its affiliates to any other debt owed to Publisher or its affiliates. Advertiser and its affiliates shall remain liable for all outstanding sums owed to Publisher and its affiliates. Advertiser will be charged interest on all past due payments at the rate of 18% per year or the highest legal rate, whichever is lower. Advertiser, its affiliates and any applicable agency are jointly and severally liable for all payments to Publisher and its affiliates. Publisher is not bound by any terms or conditions that are unwritten or that appear on order forms or copy instructions when those terms or conditions conflict with or alter any provision contained in Publisher's rate card or its policies. All first time advertisers must pay before the ad runs. If multiple ads run, payment for the first two insertions is required and additional ads will be billed afterwards.

3. Advertiser and any applicable agency jointly and severally represent that they are fully authorized and licensed to use and publish (i) the names, portraits and pictures of living and dead persons, (ii) all intellectual, private and proprietary property, and (iii) all testimonials and other matter contained in any advertisement submitted by or on behalf of Advertiser, and that the advertisement is not libelous, an invasion of privacy or otherwise unlawful.

4. As part of the consideration to induce Publisher to publish advertisements, Advertiser, any applicable agency and their affiliates agree to and shall indemnify, defend and hold harmless Publisher and its affiliates from and against any and all losses, damages (including consequential, incidental, special and punitive damages), liabilities, costs, fees and expenses (including court, collection and legal fees and expenses) incurred, arising out of or related to (i) the content and publication of the advertisements and (ii) the failure of any contest related to the advertisements to comply and conform to all applicable laws, ordinances, statutes and rules.

5. Publisher's aggregate liability to Advertiser and any third parties for any and all reasons shall not exceed the amount paid by Advertiser to Publisher for the applicable advertisement. Publisher shall have no liability in all cases resulting from events that are beyond its reasonable control. In no event shall Publisher be liable to Advertiser or any other party for consequential, incidental, special or punitive damages. Publisher is not liable for errors in pubset reader service numbers, booth lines or ad indexes.

CIRCULATION DATA

Billboard serves the music and entertainment industries. Qualified recipients include retailers, distributors, record companies, manufacturers, radio/broadcasting, buyers of talent, artists and artist relations, media, advertising/ brand/ media agencies, music publishers, schools/ colleges, and others allied to the field.

SUBSCRIPTION RATE

Annual Rate - U.S. and Canada - \$299.00

Continental Europe - \$450 USD

Japan - \$925.00 USD

Rest of World - \$609.00 USD

To order, call (800) 658-8372 - outside U.S. 1-847-559-7531

Or email nbb@omeda.com

DISTRIBUTION

Billboard is distributed in over 100 countries. Service through mail subscriptions, newsstand and retail dealers.

SHORT RATES/REBATES

Advertisers will be short-rated if, within a twelve-month period from the date of the first insertion, they do not fulfill the space frequency upon which billings were based. Advertisers will be rebated if, within a twelve month period from the date of the first insertion, they have used sufficient additional space to warrant a lower rate than that at which they were billed.

CONTACTS

NEW YORK 212.493.4197

LOS ANGELES 323.525.2299

NASHVILLE 615.376.7931/615.352.0265

LONDON 44.798.525.1814

