



2008 MapleBlues Rates and Deadlines

MapleBlues magazine is the official publication of the Toronto Blues Society. We print 1,700 to 2,500 copies of MapleBlues every month, depending on how many we need to distribute at special events. Of these, 1,000 are mailed to Toronto Blues Society members and to blues-friendly media across the country. The remainder are distributed at record stores and select blues venues and, of course, at Toronto Blues Society concerts, workshops and events.

MapleBlues has a very loyal readership and is typically read cover-to-cover. With a comprehensive live blues listings and festivals section, MapleBlues will be referred to often throughout each month. You could find no greater concentration of blues and jazz lovers and buyers than our audience.

CHECK OUT OUR WEBSITE at www.torontobluessociety.com .

Rates 2008

(effective September 2008 edition, Canadian funds)

Back cover	\$450	8" x 10½"
Full page - preferred position	\$390	7½" x 10"
Full page	\$335	7½" x 10"
Two thirds page	\$280	5" x 10"
Half page	\$200	7½" x 5" or 3½" x 10"
One third page	\$140	2¼" x 10" or 5" x 5"
One quarter Page	\$115	3½" x 4¾" or 2¼" x 6¼"
One sixth Page	\$85	2¼" x 5"
Business card	\$45	3½" x 2" or 2¼" x 3¼"
Classified ad	\$25	maximum 50 words

(free for Charter Members)

15% discount for institutional members

10% discount for 3 or more consecutive insertions

(not applicable for institutional members)

The back cover is sometimes available when not used for society events.

To join the Toronto Blues Society and take advantage of these discounts, and other benefits, call the TBS office at 416-538-3885.

Charter Membership: \$45

Institutional Membership: \$125

Ad Specifications:

Ads must be a "press-ready digital file". Send a high-resolution (300 dpi.) PDF or JPEG file to advertising@torontobluessociety.com

Deadlines:

Booking deadline: 15th of previous month

Artwork due: 18th of previous month

The magazines are usually mailed on last Wednesday of the month

2007 Schedule

(subject to change)

Jan.	Maple Blues Awards/Blues Summit
Feb.	MBA Winners/Guitar Workshop
Mar.	Harmonica Workshop
Apr.	Call for Talent Search
May	TBS Birthday Party/Festivals
June	Festivals
July.	Talent Search Winner/Festivals
Aug.	Festivals
Sept.	TBS Blues in the Garden/Queen St Artwalk
Oct.	Workshop/Women's Blues Revue preview
Nov.	Women's Blues Revue
Dec.	Gift Guide/TBS Christmas Party

Website

There are two ad sizes available on the "Listings" page of the TBS Website.

Top banner ad	\$100/month	730 x 90 pixels
Side body box ad	\$75/month	250 x 250 pixels

Files can be JPG or GIF, animated or not.

Maple Blues Awards Program - January

The Maple Blues Awards show program is 5½" x 8½" and distributed at the gala show. Advertisements are available at the prices below.

Back Cover	\$450	5" x 8"
Full page - preferred position	\$390	5" x 8"
Full page	\$335	5" x 8"
Half page	\$200	5" x 4" or 2½" x 8"
One quarter Page	\$115	2½" x 4" or 5" x 2"

To book an ad, contact the advertising coordinator
Dougal & Co. 416.656.4893 tbsads@dougalco.com