



MapleBlues Rates and Deadlines

MapleBlues magazine is the official publication of the Toronto Blues Society. The TBS prints about 2,000 copies of MapleBlues every month, depending on how many are needed to distribute at special events. Of these, 1,000 are mailed to Toronto Blues Society members and to blues-friendly media across Canada. The remainder are distributed at record stores and select blues venues in the GTA and beyond, and, of course, at Toronto Blues Society concerts, workshops and events, year round.

MapleBlues has a very loyal readership and is typically read cover-to-cover. With comprehensive live blues listings and a festivals section, MapleBlues is referred to often during each month for place to hear the blues live. Maple Blues Magazine is the **best** way to reach the most blues-friendly audience in Toronto and the GTA.

CHECK OUT THE WEBSITE at www.torontobluessociety.com .

Current Rates

(Canadian funds)

	Cost	Size (width x height)
Back cover	\$450	8" x 10½"
Full page - preferred position	\$390	7½" x 10 1/8"
Full page	\$335	7½" x 10 1/8"
Two thirds page	\$280	5" x 10 1/8"
Half page	\$200	7½" x 5" or 3½" x 10 1/8"
One third page	\$140	2¼" x 10" or 5" x 5"
One quarter Page	\$115	3½" x 4¾" or 2¼" x 7½ "
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)

The back cover is available when it is not being used to promote Society events. The inside front cover is sometimes available as well. They are both "preferred positions".

15% discount for Institutional Members

10% discount for 3 or more consecutive insertions

(not applicable for Institutional Members)

Charter Membership:	\$45
Family Membership	\$65
Institutional Membership	\$125
General Membership	\$30
Student Membership	\$20

To join the Toronto Blues Society and take advantage of these discounts, and other benefits, call the TBS office at 416.538.3885.

Ad Specifications:

Ads must be supplied as a “press-ready digital file”. Send high-resolution (300 dpi.) PDF or JPEG file to advertising@torontobluessociety.com and copy me. Colour PDF files are preferred. They will appear in colour, and linking, in the online PDF version.

NOTE VERY IMPORTANT: To help us to keep the files organized, please include your organization name and the month of printing in the file name, as follows

Your Name_MM YYYY_ SIZE_optional name.PDF

We get a lot of files named “Maple Blues Ad”. You can imagine the confusion.

Deadlines:

Booking deadline: 12th of previous month

Artwork due: 15th of previous month

The magazines are usually mailed on last Wednesday of the month

Editorial Schedule

(subject to change)

Jan.	Maple Blues Awards
Feb.	MBA Winners
Mar.	Live BluesListings, Guitar Workshop
Apr.	Call for Talent Search, Harmonica Workshop
May	TBS Birthday Party, Festival Listings
June	Waterfront Blues and other Festival Listings
July.	Summer Blues Festival Listings
Aug.	Blues Festival Listings, Talent Search
Sept.	South Side Shuffle, Blues in the Garden
Oct.	Women's Blues Revue, MBA Ballot announcement
Nov.	Women's Blues Revue
Dec.	Gift Guide/TBS Christmas Party

Where It's At

The TBS sends a weekly email notice to more than 1,000 opt-in subscribers. This list is sometimes available on a case-by-case basis for advertisers who want to reach this market. It can also be used for ticket promotions and give-aways. Contact the TBS office, at 416.538.3885, for details.

Maple Blues Awards Program - January

The Maple Blues Awards (MBA) 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"

Sponsorship

There are a variety of sponsorship packages for the TBS and MBA. If you are interested, please contact Dougal Bichan, contact information below.