

2019 ARTS RESOURCE GUIDE ALL-Colour Glossy DIGEST Format

ADVERTISING WITH US

WITH A LISTING in *La SCENA's Arts Resource Guide*, your organization will...

- APPEAR in Canada's only arts resource guide;
- REACH our 100,000 readers, including music lovers, arts enthusiasts, parents of young musicians, fine arts and music students, and artists;
- BE FEATURED among Canada's most prestigious conservatories, universities, professors, concert halls, community and professional choirs, specialised stores, and agents;
- INCREASE VISIBILITY in Montreal and Toronto;
- CHOOSE the options that meet your advertising needs with black & white or colour ads, or by adding text or a logo.

Registration: August 14

AD Deadline: August 15

Artwork: August 16

Publication: August 23

Copies:

- Montreal: 25,000 copies with 80% inserted in *Montreal Gazette* (Aug. 31)

Download the 2018 Guide:

<http://bit.ly/ARG18-19>

Sales team:

sales@lascena.org
514-948-2520 x2

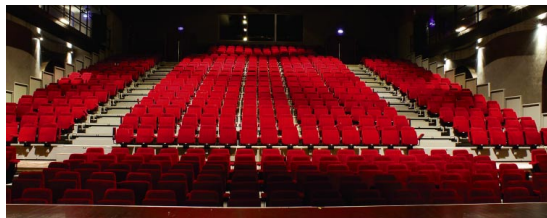
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ALL-Colour Glossy DIGEST Format

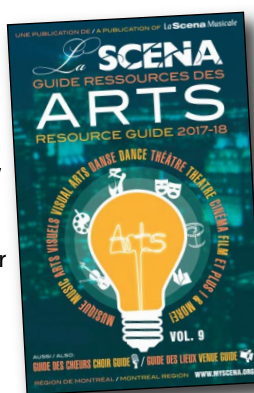


"We use our extensive database to offer consumers, musicians and artists the most comprehensive tool possible." - Wah Keung Chan, Founding Editor

La Scène Musicale is pleased to announce that its annual Arts Resource Guide will be released in August 2019, for the 11th year in a row in an all-colour glossy format. The resource guide, which is the only one of its kind in Canada, is an excellent source of information for music lovers, and for arts students and their parents. This year, the guide will continue its user friendly digest format.

Readers will find essential info on music, dance, theatre, film and the visual arts in this bilingual directory, which includes both local & national listings.

NEW: Ask about out partnership content



Special Sections: Our annual **Choir Guide** helps amateur and professional singers find a choir. Our annual **Venue Guide** helps musicians and artists choose performing and exhibition rental venues.

The resource guide is an essential tool for teachers and performers in music and in the arts that remains an invaluable tool all year long.

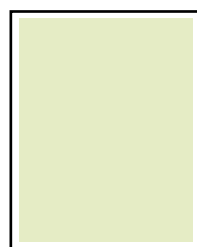
Additional Options

| | |
|---|-------|
| Company logo (colour) | \$80 |
| Characteristics (Choir & Venue Guide) | \$80 |
| Description (max. 55 words) | \$80 |
| COMBO | |
| 1. Logo + description | \$150 |
| 2. (Choir & Venue Guide) includes logo, characteristics and description | \$200 |

Advertising Rates

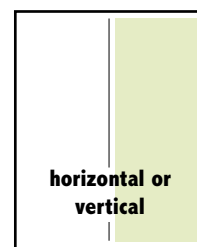
Colour

| | |
|--------------|--------|
| Cover 2 | \$2300 |
| Cover 3 | \$2000 |
| Cover 4 | \$2500 |
| Cover banner | \$950 |
| 1 page | \$1500 |
| 1/2 page | \$850 |
| 1/3 page | \$650 |
| 1/4 page | \$500 |
| 1/8 page | \$300 |



1 page

full page:
5.25 x 8
bleed: add
.125" around
without bleed:
4.675 x 7.5

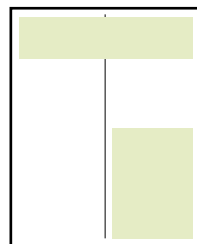


1/2 page

horizontal:
4.675 x 3.75
vertical: 2.25 x 7.625

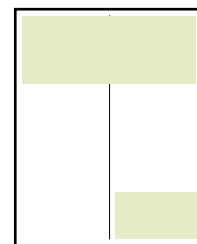
Black & White

| | |
|----------|--------|
| 1 page | \$1050 |
| 1/2 page | \$595 |
| 1/3 page | \$455 |
| 1/4 page | \$350 |
| 1/8 page | \$210 |



1/4 page

horizontal:
4.625 x 1.85
vertical:
2.25 x 3.75



1/8 page

1/3 page horizontal:
4.675 x 2.5
1/8 page horizontal:
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