

# 2017 OHS | Advertising RATES

*The Organ Historical Society celebrates, preserves, and studies the pipe organ in North America in all its historic styles, through research, education, advocacy, and music*

Our annual convention will be held at the Twin Cities, Minnesota - August 5-11, 2017. Please take an Advertisement in The Tracker throughout the year, in the festive Handbook, or both, to support the Society and its goal to win hearts to the beauty of the pipe organ, supporting its builders, performers, and its host institutions.



## THE TRACKER & ENHANCED CONVENTION HANDBOOK

Our quarterly publication, THE TRACKER, has become America's pipe organ publication – elegant and sophisticated. THE CONVENTION HANDBOOK is published in conjunction with our annual pipe organ convention, encapsulating regional history about organs, their homes, and communities. For 2017, the convention will be at the Twin Cities, in Minnesota, August 5-11!

THE TRACKER and the ENHANCED CONVENTION HANDBOOK are read by influential individuals who shape the course of the art and science of the pipe organ. Our printed publications are distributed to OHS members, businesses, and organizations in the field, and organ aficionados worldwide, with an estimated readership of 7,000 from approximately 3,500 issues circulated. Both are found in public and private libraries in the United States and abroad. The QR Code incorporated in the ENHANCED CONVENTION HANDBOOK offers an even broader range of readership.

## THE PIPE ORGAN DATABASE – [database.organsociety.org](http://database.organsociety.org)

THE OHS PIPE ORGAN DATABASE is an on-line catalog which was developed to provide information about pipe organs of North America, specifically all organs that exist or have existed in installations within the geographical boundaries of the United States or were built in North America, whether they are installed within its boundaries or in other locations.

The Database is the most frequently visited section of the OHS Web Site and provides a significant portion of the Society's outreach and public exposure. When the Database web site was released in 2005, there were only 11,000 entries. That number has increased steadily, and now there are about 60,000 entries that describe historic and new pipe organs. All site visitors are provided with ample opportunity for interaction by sending new or updated information, photographs, stoplists or other documents to the Database Committee for review.

Banner Ads are essentially links to a sponsor's web page or site. The Database site receives an average of 1,000 unique visitors each month, and those visitors open an average of 40 different pages of information per visit. Detailed information from each entry often includes one or more of our more than 20,000 photographs and 12,000 stoplists. Each time a navigation link is opened, a banner Ad identifying a major page sponsor is displayed at the right-hand sidebar below navigation links. Then, information pages from search results display Ad sponsors by state, at the sidebar below instrument photographs.

## Advertising INQUIRIES & ORDERS

In THE TRACKER, the ENHANCED CONVENTION HANDBOOK, and now on-line in the PIPE ORGAN DATABASE, your message joins ours – the pipe organ should matter to everyone!

Kindly direct all advertising inquiries, orders, payments, and Press ready / digital artwork to the advertising manager:

Althea Frary, Advertising Manager  
Organ Historical Society  
PO Box 60, Northampton, MA 01061-0060  
E-Mail: [advertising@organsociety.org](mailto:advertising@organsociety.org)  
Phone: 413-586-7600

### DEADLINES / DISTRIBUTION INFO:

THE TRACKER – Is published quarterly.

ISSUE	DEADLINE	MAILING DIST.
61.1 Winter	Nov. 15, 2016	January 2017
61.2 Spring	Feb. 15, 2017	April 2017
61.3 Summer	May 15, 2017	July 2017
61.4 Fall	Aug. 18, 2017	October 2017

HANDBOOK – Deadline is June 2, 2017, published in conjunction with our annual convention in August.

PIPE ORGAN DATABASE – Banner Ads begin on the 15th of the following month from date ordered.

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**THE TRACKER** | Four [4] time rate contingent on commitment to publish Ads in four consecutive issues. Ads may be different in every issue, provided they are submitted as press-ready art (see general advertising information).

SIZE	BORDER DIMENSIONS	1 TIME	4 TIMES (EACH)
<b>Black and White</b>			
<b>Name/Address – 3-line Maximum</b>	3.5" W x 1" H	\$80	\$65
<b>1/8 Page – business card</b>	3.5" W x 2.125" H	\$120	\$95
<b>1/4 Page</b>	3.5" W x 5" H	\$210	\$170
<b>1/2 Page - vertical</b>	3.5" W x 10" H	\$375	\$310
<b>1/2 Page – horizontal</b>	7.5" W x 4.5" H	\$375	\$310
<b>Full Page</b>	7.5" W x 10" H (non-bleed size) *	\$615	\$485
<b>Color</b>			
<b>Full Page</b>	7.5" W x 10" H (non-bleed size) *	\$725	\$580
<b>Back Cover</b>	When available, please inquire	\$825	\$660
<b>Inside Covers</b>	When available, please inquire	\$775	\$625

Full page Ads may bleed. Add .25" on all four sides for 8.5" w x 11" H trim

**THE ENHANCED CONVENTION HANDBOOK** | 62<sup>nd</sup> Annual Convention | August 5-11, 2017 | Twin Cities, MN

SIZE	BORDER DIMENSIONS	1 TIME
<b>Full Page Color</b>	5" W x 8" H (non-bleed size) 5.5" W x 8.5" H (full bleed - add 0.125" to all four sides)	\$380
<b>1/2 Page Color</b>	5" W x 3.75" H	\$200
<b>Business Card (black and white)</b>	2.25" W x 1.5" H	\$80

A 10% discount on the Handbook advertising applies when ordered with 4 Tracker Ads!

**THE PIPE ORGAN DATABASE** | A single banner Ad is displayed at the sidebar of browsing and info pages for each six [6] month advertising period. Please be sure to furnish us with a complete URL address for hyperlink. <http://database.organsociety.org/>

BANNER AD SIZE	PAGE	SEMI-ANNUAL
600 PPI wide x 1,000 PPI high	*Navigation Bar Search [Category browsing]	\$400
600 PPI wide x 200 PPI high	*Organ Details Page by State [Individual information pages]	\$100

\*DATABASE SITE: When available, specific search and state information pages may be specified, please inquire.

## GENERAL ADVERTISING INFORMATION for 2017

### ◆ THE TRACKER & THE CONVENTION HANDBOOK:

ELECTRONIC COPY - Files accepted by E-mail, CD-R, or USB flash drive. Preferred format is press quality PDF files with all fonts embedded. Other acceptable Macintosh compatible formats include TIF; eps; Photoshop™; InDesign CS™ with all images and fonts included or outlined, please. Contact us with questions. Provide us with a logo or prepared mechanical art, mages, and text and we'll prepare simple Ads as per your specifications.

### ◆ THE PIPE ORGAN DATABASE:

Banner Ads are offered for display in the two [2] sizes and locations as above. Please supply us with complete URL address for hyperlink to your website or page; image / logo / text to size; JPEG or PNG format; RGB color-mapping; Design services are available or for assistance with simple Ads, contact our Ad manager. Banners begin on the 15th of the following month from date ordered. A single banner Ad is displayed within the right hand sidebar of browsing and/or information page/s [when available, specific pages may be specified, please inquire], per each six [6] month advertising period.

◆ **PAYMENTS:** All payments must be in U.S. funds and drawn on a U.S. Bank. Make checks or money orders payable to "Organ Historical Society". VISA, MasterCard, and Discover are accepted. For your convenience, credit card payments / orders may be placed securely online or placed by phone to the advertising manager. Invoicing / open account NET 30 terms may be requested via E-mail to the advertising manager.

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# OHS ADVERTISING ORDER FORM

ORDER DATE \_\_\_\_ | \_\_\_\_ | \_\_\_\_\_ CONTACT NAME \_\_\_\_\_

BUSINESS NAME \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

CITY \_\_\_\_\_ STATE/ PROV \_\_\_\_\_ POSTAL CODE \_\_\_\_\_

E-MAIL ADDRESS \_\_\_\_\_ PHONE \_\_\_\_\_

## ADVERTISING OPTIONS / MEDIA:

PRINT; PUBLICATION, THE TRACKER | AD SIZE/S: \_\_\_\_\_

THE ADVERTISING PERIOD WILL AUTOMATICALLY BEGIN UPON RECEIPT OF YOUR ORDER AND FINALIZED ARTWORK IN THE UPCOMING ISSUE OR IF DESIRED, YOU MAY SPECIFY THE START WITH TRACKER ISSUE NO.:  1  2  3  4

PRINT; PUBLICATION, THE CONVENTION HANDBOOK | AD SIZE/S: \_\_\_\_\_

**TOTAL FOR PRINT ADVERTISING (SEE RATES): \$ \_\_\_\_\_**

WEBSITE; ORGAN DATABASE | SEMI-ANNUAL BANNER ADS, SIX [6] MONTH PERIOD BEGINNING ON THE 15<sup>TH</sup> OF THE FOLLOWING MONTH FROM DATE ORDERED | WHEN AVAILABLE, NAVIGATION SEARCH AND STATE INFO PAGES MAY BE SPECIFIED, PLEASE INQUIRE

NAVIGATION BARS SEARCH [CATALOG BROWSING] – ADVERTISING PERIOD @ \$400, SEMI-ANNUAL [6 MO] QUANTITY: \_\_\_\_\_

ORGAN DETAILS INFORMATION PAGE, BY STATE – ADVERTISING PERIOD @ \$100, SEMI-ANNUAL [6 MO] QUANTITY: \_\_\_\_\_

**TOTAL FOR DATABASE WEBSITE ADVERTISING \$ \_\_\_\_\_**

**TOTAL COMBINED ORDER (FOR ALL MEDIA): \$ \_\_\_\_\_**

**PAYMENT:** FOR YOUR CONVENIENCE, CREDIT CARD PAYMENTS / ORDERS MAY BE PLACED SECURELY ON-LINE AT [www.organsociety.org](http://www.organsociety.org) OR BY PHONE TO THE ADVERTISING MANAGER (SEE BELOW).

VISA  MASTERCARD  DISCOVER  CHECK ENCLOSED, NO. \_\_\_\_\_

CARD NO. \_\_\_\_\_ EXPIRATION DATE: \_\_\_\_ | \_\_\_\_  
NAME ON CARD: \_\_\_\_\_

ALL PAYMENTS MUST BE IN U.S. FUNDS AND DRAWN ON A U.S. BANK. CHECKS MADE PAYABLE TO "ORGAN HISTORICAL SOCIETY"

KINDLY DIRECT ALL INQUIRIES / ORDERS / ARTWORK TO:

ALTHEA FRARY  
ADVERTISING MANAGER  
ORGAN HISTORICAL SOCIETY  
E-MAIL: ADVERTISING@ORGANSOCIETY.ORG  
PHONE: 413-586-7600

MAILING ADDRESS:  
ALTHEA FRARY  
ORGAN HISTORICAL SOCIETY  
PO BOX 60  
NORTHAMPTON, MA 01061-0060