



September 27 - October 3, 2010, Nashville, TN

Maximum Exposure At An Affordable Price

Increase your exposure to event producers, broadcasters, record labels, the media, associations, agents & managers, artists, music merchandisers, record buyers or any of the many groups of professionals involved in bluegrass music, you can't afford to miss these two opportunities. Here's your chance to focus your message about your products and services on thousands of decision makers, without paying the high price tag that goes with such great exposure.

**Two ways to deliver
your message
to the people who
matter most!**

CONFERENCE PROGRAM

- Reaching people during the bluegrass world's major convention
- Ads are placed throughout the program and at the end of each section

2011 DIRECTORY

- The highly valuable bluegrass "phone book" that will be used year-round
- All ads will be placed in the "yellow pages" section of the guide as close as possible to the advertiser's in-column listing under the applicable product/service category. The in-column listing is included in the ad rate.

**Deadline for Ad Copy and Payment
is August 9, 2010**

Placement Instructions

- Ad copy and payment must be received together by August 9, 2010
- All ads are black and white
- Line screen at 133 lpi (lines per inch)
- Clearly Specify which publication the ad(s) are to be placed in
- All ads must be fully camera ready and exact size for insertion
- Ads may be submitted electronically in high resolution tiff, jpg or pdf formats. No film or PC files accepted

EMAIL COPY TO JILL CRABTREE at Jill@ibma.org

IBMA does not provide set-up or layout services. Ads and artwork will not be returned

ADVERTISING OPTIONS & RATES

Size	Width & Height	Conference Program	2010 Directory	Both Publications
Full Page	7 1/2" x 10"	\$330	\$330	\$600
Half Page (Horizontal ONLY)	7 1/2" x 5"	\$170	\$170	\$310
Quarter Page	3 1/2" x 5"	\$115	\$115	\$200



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Admin Use Only:

Size: F H Q
Placement: CP DR BOTH
Paid: _____
Ad Received: _____

ADVERTISING PLACEMENT & PAYMENT FORM

Email ad copy to Jill Crabtree at jill@ibma.org

PLEASE PROVIDE THE FOLLOWING:

Company Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

Email: _____

Website: _____

My Ad is:

_____ Full Page
_____ Half Page
_____ Quarter Page

And Should be Placed:

_____ Both Publications
_____ Conference Program Only
_____ 2011 Directory Only

AMOUNT DUE \$ _____

Ads Not Paid for Will Not Be Published

Method of Payment

_____ Check Enclosed
_____ Charge my _____ Visa _____ MasterCard _____ AmEx _____ Discover

Number: _____ Exp. Date: _____

Authorized Signature: _____

Billing Address: _____

RETURN THIS FORM, PAYMENT AND AD COPY BEFORE AUGUST 9

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