

Suzuki Association of the Americas
Advertising Opportunities and Packages
2022-2023

The Suzuki Association of the Americas (SAA) is a communal learning space for artists, teachers, young people, parents, and those who believe in the power of music in our communities. Made up of 8,000 members across the US, Canada, and Latin America, our members work alongside young people to provide them with high-quality music education. The Suzuki Association reaches teachers, parents, students, and musicians. Our alumni include musicians in orchestras across the country, on stages across the world, and in leadership positions across a diverse range of fields outside of music. Learn more about our advertising packages and opportunities below!

SUZUKI AD PACKAGE OPTIONS:

PREMIER BUSINESS MEMBER PACKAGE: \$1500

The SAA offers the Premier Business Membership to provide corporate supporters with extra marketing value. Premier Members can connect with SAA's diverse membership of teachers, parents, and students on a daily, quarterly, annual, and biennial basis through our events, website, publications, and social media.

Benefits

SAA Website

- Premier Business Members' page with an informational statement and a link to your company website
- Premier Business Member Scholarship page, where your scholarship will be acknowledged along with the name of each scholarship recipient

Publications

- Premier Business Members' listing in the following SAA publications:
 - *American Suzuki Journal* listing and logo (each quarterly issue) and a hyperlink in the digital version on our website reaching over 15,000 readers via libraries, subscriptions, studios, and summer institutes
 - Monthly listing and link in the SAA E-News, *The Short Score*, with over 19,000 subscribers
 - Online and virtual events, including any online publishing
 - Minijournal, reaching summer institute students and parents
- One complimentary quarter-page, color ad in any single issue of the *ASJ*

Discounts

- 10% discount available for additional advertising in SAA E-News, *The Short Score*
- 10% discount on *American Suzuki Journal* advertisements

GOLD BUSINESS MEMBERS PACKAGE \$2000

Benefits: All items listed in Premier Business Member package benefits, **as well as:**

- 12 Monthly advertisement in all *ShortScore* e-newsletters (200 x 200 pixels) from Oct 2022 - Sept 2023, reaching 19,000 subscribers. Two additional scholarships given in your company's name.

PLATINUM BUSINESS MEMBER PACKAGE - \$5000

- All items listed in Gold Level Sponsorship Package benefits, **as well as:**
- 12 Monthly [advertisement](#) in the extra-large graphic format of 400x200 pixels (replacing the 200x200 pixel ad), website link in all *ShortScore* newsletters, reaching 19,000 subscribers
- Two full-page color ads in any single issue of the quarterly ASJ for the 2022-23 season

If you have an interest in building a package with the SAA, please email us at advertising@suzukiassociation.org.

2022-23 American Suzuki Journal Ad Rates

The *American Suzuki Journal* is published quarterly, and reaches 8,000 members across the US, Canada, and Latin America. It is offered in print and online.

Ad Size	See guide below	W" × H"	1-3x	1-3x Color	4th B/W	4th Color
Full Page Bleed	A	8.375 × 10.875	\$980	\$1,495	\$588	\$898
Full Page	A	7.125 × 9.5	\$980	\$1,495	\$588	\$897
2/3-Page	B	4.75 × 9.5	\$740	\$1,180	\$444	\$708
1/2-Page	C	7.125 × 4.75	\$680	\$1050	\$408	\$630
	D	4.75 × 7.125				
1/3-Page	E	4.75 × 4.75	\$515	\$845	\$309	\$507
	F	2.3125 × 9.5				
1/4-Page	G	4.75 × 3.44	\$395	\$670	\$237	\$402
	H	3.5625 × 4.75				
1/6-Page	I	4.75 × 2.3125	\$325	N/A	\$195	N/A
	J	2.3125 × 4.75				
Outside Color Cover (contact advertising@suzukiassociation.org for availability)				\$1,760		\$1056
Inside Color Cover (contact advertising@suzukiassociation.org for availability)				\$1,680		\$1008

4-Color Ad Rates & Discount:

Available for 1/4-page through full-page ad sizes. We offer a 40% discount on the fourth issue to those who sign up for four consecutive issues (same size and ad only). Changes in digital files for 4-issue contract advertisers will be accepted if a written request and new ads are received by issue deadlines. All advertisers will be listed on our website on the Sources for Instruments and Supplies page, in addition to the Journal. This additional free promotion reaches thousands annually. Please see the ASJ advertising contract for listing information. If the 4-issue contract is paid in full by October 31st, of the contract year, 5% will be discounted from the total bill.

BLEEDS: Add .125" bleed all sides and include bleed-only crop marks in your design.

American Suzuki Journal 4-Color Ad Contract Terms

- All advertisements are subject to approval. The publisher reserves the right, without liability, to reject, omit or exclude any advertisement for any reason at any time with or without notice to the advertiser or advertising agency, and whether such advertisement was previously acknowledged, accepted, or published.
- The publisher has the right to refuse or cancel contracts at any time. All advertiser cancellations must be submitted in writing prior to insertion deadlines to be valid.
- No conditions other than those stated in this *Ad Rate Card* are binding upon the publisher, unless specifically agreed to in writing by both parties.
- Publisher is not responsible for any claims made in advertisements and assumes that all photos and endorsements have been covered by written consent.
- Advertisers and their agencies assume responsibility for the contents of their ads and agree to indemnify the publisher from any and all claims and expenses therefrom.
- No ads for products using the name and registered trademark “Suzuki” in their title/product or publication without ISA licensing for such use.
- Prepayment is required for new advertisers for the first ad. All other advertisers will be billed, unless choosing the 4-issue contract with 5 percent prepayment discount. Payments are due on receipt of invoice. A 3 percent monthly interest charge is assessed after 30 days. Action to collect may be taken after 90 days if a bill is unpaid; no advertising will be placed until the balance has been paid in full—future ads must be prepaid.

Ad Preparation

Media

- Acceptable digital media avenues include websites or email addresses, links to DropBox, and Google Drive.
- Please reach out to us regarding alternative forms of media at advertising@suzukiassociation.org

Graphics

- Supply all graphic and photo files. Resolution must be 300 DPI/PPI or higher.
- We can only accept digital files. Artwork must be sized correctly at 100 percent for the space.



2022-2023 *Short Score* Newsletter Ads

Our e-newsletter, the Suzuki *Short Score* is sent out once monthly, reaching 19,000 subscribers. You can see examples [at this link](#).

Newsletter Statistics

- 19,000 recipients
- > 60% open rate
- 80% Suzuki music teachers
- 20% parents and students

Ad statics are available upon request.

Rates (200x200)

- 3 months for \$250
- 6 months for \$490
- 12 months for \$940

Ad Format

200 x 200 pixels, JPG, PNG, or GIF

Additional sizing available upon request. Please reach out to us at advertising@suzukiassociation.org

Due Date

New ads and contracts are due on the **1st of the month** for that month's email.