

# **PLAN** your festival season in **La Scena Musicale** **NOW!**

## *Two GREAT promos from La Scena Musicale!* The 8th National Canadian Summer Festivals issue.

In June, *La Scena Musicale* will once again publish a national issue focusing on Summer Festivals. This year, 84,000 copies will be distributed across Canada. There will be two distribution routes : A and B.

### Promo 1

- Take a colour glossy ad in both distributions and save a fantastic **50%** on the second. Over 168,000 people will read this issue.
- A black and white ad will automatically reach both distributions at **30%** off the list price.

### Promo 2

- Advertise in the special June Summer Festivals edition and you can save **30%** on either the May or the July/August edition!
- Advertise in all three and save an amazing **40%** on both the May and July/August editions.

Distribution A . . . . . 42,000 copies	Distribution B . . . . . 42,000 copies
Montreal . . . . . 26,400	Toronto / Southern Ontario . . . . . 18,000
Quebec City . . . . . 5000	Winnipeg . . . . . 5000
Province of Quebec . . . . . 3600	Edmonton . . . . . 5000
Ottawa-Gatineau . . . . . 5000	Calgary . . . . . 5000
Rest of Canada . . . . . 1800	British Columbia . . . . . 9000
International . . . . . 200	

### Arts Net Rates (taxes extra)

\* discount applies to ads of equal or smaller size as the ad in June.

Size	June				May July/August		30% discount		40% discount		
	B&W	Glos	Col A	Col B	Col A+B	B&W	G Colour	B&W	G Colour	B&W	G Colour
1 page	1735		2519	2519	3779	1239	2519	868	1764	744	1512
2/3 page	1221				-	872		610		523	
1/2 page	956		1390	1390	2085	683	1390	478	973	410	834
1/3 page	651				-	465		326		279	
1/4 page	505		740	740	1110	361	740	253	518	217	444
1/6 page	345		-	-		247	-	173		148	
1/8 page	-		380	380	570	-	380	-	266	-	228
business card	207		-	-		148	-	103		89	
D.p.s.	3297		-	-		2355	-	1649		1413	
<b>Glossy Covers (non-cancellable)</b>											
	<b>4 colours</b>				<b>A</b>	<b>B</b>	<b>A+B</b>	<b>4 colours</b>		<b>4 colours</b>	
2nd (IFC)					3102	3102	4653	3102		2172	
3rd (IBC)					2959	2959	4439	2959		2071	
4th (OBC)					3579	3579	5369	3579		2506	
<b>Deadline for Bookings</b>					May 15 <sup>th</sup>	April 15 / June 15 <sup>th</sup>		April 15 / May 15 <sup>th</sup>		April 15 <sup>th</sup>	