

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	

National Net Rates (taxes extra)

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

Size	June				May		30%		40%			
	B&W	Glos	Col A	Col B	Col A+B	July/August	discount	discount	B&W	G Colour		
1 page	1928	2652	2652	2652	3978	1377	2652	964	1856	826	1591	
2/3 page	1357	-	-	-	-	969	-	678	-	581	-	
1/2 page	1063	1463	1463	1463	2195	759	1463	531	1024	455	878	
1/3 page	724	-	-	-	-	517	-	362	-	310	-	
1/4 page	561	779	779	779	1169	401	779	281	545	241	467	
1/6 page	384	-	-	-	-	274	-	192	-	164	-	
1/8 page	-	400	400	400	600	-	400	-	280	-	240	
business card	230	-	-	-	-	164	-	115	-	98	-	
D.p.s.	3664	-	-	-	-	2617	-	1832	-	1570	-	
Glossy Covers (non-cancellable)												
	4 colours A				B	A+B	4 colours		4 colours		4 colours	
2nd (IFC)	3447				3447	5171	3447		2413		2068	
3rd (IBC)	3288				3288	4932	3288		2302		1973	
4th (OBC)	3977				3977	5966	3977		2784		2386	
Deadline for Bookings					May 15 th	April 15 / June 15 th		April 15 / May 15 th		April 15 th		