



2009 RATE SHEET

SALES: JOSHUA NIEMIERA
630.222.1050
CRESCENDOMAG@GMAIL.COM

PRODUCTION: CHRIS KASIANCZUK
CHRIS@CRESCENDOMAG.COM

AD FORMATS

ALL GRAPHICS MUST BE 300dpi (maximum resolution) OR GREATER! PDF, EPS, or PSD file is preferred. JPEG's are NOT preferred but still accepted.

BILLING INFORMATION

PAYPAL IS RECCOMENDED, SEND PAYMENT TO CRESCENDOMAG@GMAIL.COM
CHECKS OR MONEY ORDERS SHOULD BE MADE OUT TO CRESCENDO INC.
CRESCENDOMAGAZINE

ATTEN: JOSHUA NIEMIERA
1085BOTHWEE LANE
BOLINGBROOK, IL 60440

ISSUE DATE	SPACE CLOSE	MATERIALS DUE	RELEASE DATE
APRIL/MAY 09	MARCH 20 TH	APRIL 1 ST	APRIL 17 TH
JUNE/JULY 09	MAY 30 TH	JUNE 5 TH	JUNE 19 TH
AUGUST/SEPTEMBER 09	AUGUST 1 ST	AUGUST 7 TH	AUGUST 21 ST
OCTOBER/NOVEMBER 09	SEPTEMBER 27 TH	OCTOBER 2 ND	OCTOBER 23 RD
DECEMBER/JANUARY 09	NOVEMBER 29 TH	DECEMBER 4 TH	DECEMBER 18 TH
FEBRUARY/MARCH 10	FEBRUARY 1 ST	FEBRUARY 5 TH	FEBRUARY 19 TH

ADVERTISING SIZE & PRICING

SIZE	WIDTH	HEIGHT
FULL PAGE	9"	11.5"
½ HORIZONTAL PAGE	9"	6"
½ VERTICAL PAGE	4.75"	9"
1/3 HORIZONTAL PAGE	9"	2.25"
¼ PAGE	4.75"	6"

ALL ADS HAVE .25" BLEED FOR OUTSIDE EDGES

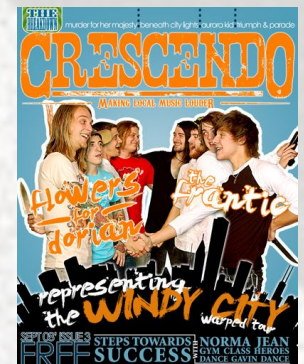
SIZE	1 ISSUE	3 ISSUES
FULL PAGE	\$200	\$500
HALF PAGE	\$130	\$300
1/3 PAGE	\$105	\$250
¼ PAGE	\$95	\$225
INSIDE FRONT COVER	\$225	\$550
INSIDE BACK COVER	\$225	\$550
BACK COVER	\$250	\$600

EXTRA ADVERTISING OPPORTUNITIES

LOOSE INSERTS (POST CARDS, FLYERS, STICKERS): \$40

CD SAMPLER INSERTS (SAMPLER, COMP): \$50

MIN AMOUNT: 1,000 COPIES



CRESCENDO

MAKING LOCAL MUSIC LOUDER

Internet Advertising

Impressions	Top & Bottom Side Banners 728px X 90px/160px X 600px	Small Side Banners 160px X 240px
10,000	\$20.00	\$15.00
20,000	\$25.00	\$20.00
30,000	\$30.00	\$25.00
40,000	\$35.00	\$30.00

All ads must be below 2mb, file types can be jpeg or gif; banners can also be flash. All ads must be emailed to Crescendomag@gmail.com for approval. Crescendo will add the hyper link to the banner ad, please add in email where the banner should be linked.