

THE MUSIC INDUSTRY'S MANDATORY AND MOST RELIABLE ADVERTISING TOOLS:

POLLSTAR MAGAZINE | CONTACT DIRECTORIES:

BOOKING AGENCY DIRECTORY | TALENT BUYER DIRECTORY | CONCERT SUPPORT SERVICES  
 CONCERT VENUE DIRECTORY | RECORD COMPANY DIRECTORY | ARTIST MANAGEMENT DIRECTORY

## North America

Rates effective August 1, 2005

FREQUENCY	1 Full Page	Half Page	Two Fifths	Third	Quarter	Fifth	Sixth
Open	\$1299	\$775	\$675	\$575	\$475	\$399	\$375
6x	\$1199	\$699	\$599	\$499	\$425	\$375	\$325
12x	\$1099	\$650	\$545	\$475	\$399	\$350	\$299
25x	\$999	\$599	\$499	\$425	\$375	\$325	\$275

## UK & Europe

FREQUENCY	1 Full Page	Half Page	Two Fifths	Third	Quarter	Fifth	Sixth
Open	£795	£475	£395	£375	£295	£275	£245
6x	£675	£395	£350	£295	£275	£245	£195
12x	£600	£350	£295	£250	£225	£195	£180
25x	£550	£325	£275	£225	£195	£180	£165

## Insertions and Placement

Rates are per insertion. Priority placement of ad insertions is based on size, color and date ad confirmation is signed and received. Placement is not guaranteed unless specifically stated in writing by your responsible POLLSTAR advertising executive. Guaranteed placement may be purchased for \$300 additional per insertion. A match proof is required for all color insertions - laser and/or inkjet prints are not acceptable.

## Digital Requirements

Both Mac and PC formats will be accepted using these specifications:

**Our preferred method of file submission is flattened Photoshop TIFF or EPS, or Illustrator EPS with images imbedded and type converted to outlines.**

Must be created using QuarkExpress (v. 6.5 or earlier), Pagemaker (Mac, PC v. 7 or earlier), Adobe CS2 InDesign, Illustrator, Photoshop. ARTWORK is required to be submitted in these native formats - **Pollstar does not accept PDF's for printing.**

Pollstar Requirements: A match-proof is required for all color insertions. If time does not permit providing a physical match proof, a PDF file will be acceptable via e-mail to your advertising executive - for proof purposes only. If a physical match-proof cannot be provided, we cannot guarantee the color match for your ad. For b/w ads, please provide a physical proof or a PDF file via e-mail to the ad-exec that manages your account.

Printer Requirements: Files may be submitted using: CD (non-returnable); WebNative (secure web transfer). File submission using WebNative must be packaged (.sit, .sea or.zip). Along with electronic files, please submit a file report listing all file names and supporting files.

- All graphics must be at least 300 DPI at the size used in the layout and saved as EPS or TIFF files.
- PDF files are not acceptable for printing.
- All color images must be CMYK (swop 20% preferred).
- We cannot accept RGB and indexed colors. All screen and printer fonts used must be submitted.

Partial page ads preferred file submission specifications (1/2 page and smaller):

Please use the following format for naming the file being uploaded: company name (first 8 letters) ad title (first 10 letters) date of ad first run (6 digits). Example: BigArenaSeeOurNew092405.eps

Please make sure your files include all fonts, photos and logos. If you have questions regarding file types that are acceptable, please contact your ad-exec.

Please contact your ad executive for instructions to upload your artwork using WebNative.

**POLLSTAR** is a publication of POLLSTAR, a California corporation. Advertisers and their designated agents assume all responsibility for any claims or damages arising out of publication and agree to hold the publisher harmless against any such actions.

The content of all advertisements is subject to publisher's approval. The word "Advertisement" may be inserted with any copy which, in the publisher's opinion, resembles editorial matter. Publisher reserves the right to reject any advertising not considered appropriate for publication.

All advertising agreements are entered in Fresno, California. Any litigation pertaining to or arising from any and all agreements shall be commenced and prosecuted in Fresno County, California.

Rates effective August 1, 2005 and are payable in U.S. Dollars. Rates subject to change without notice.

rev.1206

## Ad Sizes

### One Page Full Bleed

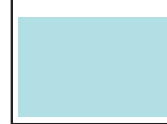
Bleed: 9" x 11 1/2"  
23 x 29.2 cm  
Live Area: 7 1/2" x 10"  
19 x 25.4 cm  
Trim: 8 1/2" x 11"  
21.6 x 28 cm

### One Page No Bleed

Live Area: 7 1/2" x 10"  
19 x 25.4 cm  
Trim: 8 1/2" x 11"  
21.6 x 28 cm

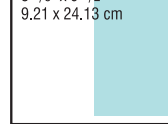
### Half Page

7 1/2" x 4 3/4"  
19 x 12.1 cm



### Half Page

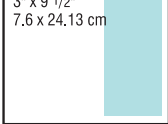
Vertical  
3 5/8" x 9 1/2"  
9.21 x 24.13 cm



Not Available in Directory

### Two-Fifths Page

3" x 9 1/2"  
7.6 x 24.13 cm



Available in Directory Listings Only

### Third Page

Strip  
7 1/2" x 3"  
19 x 7.6 cm



### Quarter Page

Strip  
7 1/2" x 2 1/4"  
19 x 5.7 cm



### Quarter Page

Block  
3 5/8" x 4 3/4"  
9.2 x 12.1 cm



Not Available in Directory

### Fifth Page

3" x 4 3/4"  
7.6 x 12.1 cm



Available in Directory Listings Only

### Sixth Page

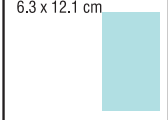
3 5/8" x 3"  
9.2 x 7.6 cm



Not Available in Directory

### Sixth Page

Vertical  
2 1/2" x 4 3/4"  
6.3 x 12.1 cm



Directory Index Only

## Color

Four Color Process

Add \$899 / £585

## Premium Positions

Back Cover	\$3000 / £1800
Inside Front Cover / Page 1	\$3000 / £1800
Inside Back Cover	\$3000 / £1800
Center Spread	\$3699 / £2400

Premium Position prices include four color process.

## Discounts

**Agency Commission:** Full service advertising agencies recognized by POLLSTAR are allowed 15% agency commission. No commission on publisher's production costs.

**Production Charges:** Minimum of \$150, if required.

**Prepayment Discount:** 5% cash discount for advance payment from established POLLSTAR ad clients.

**New Accounts:** Advance payment is required and pre-payment discounts are not available to new accounts.