

The Music Industry's Most Effective Advertising Tools

Pollstar Weekly & Contact Directories

Booking Agency Directory
Concert Support Services

Talent Buyer Directory
Concert Venue Directory

Record Company Directory
Artist Management Directory

US Rates & Frequency

Frequency	Full	Half	Two Fifths	Third	Quarter	Fifth	Sixth
Open	\$2,199	\$1,299	\$999	\$899	\$699	\$599	\$549
6x	\$2,099	\$1,199	\$899	\$849	\$649	\$549	\$499
12x	\$1,999	\$1,099	\$849	\$799	\$599	\$499	\$449
25x	\$1,899	\$999	\$799	\$749	\$549	\$449	\$399

Rates effective October 1, 2009

UK Rates & Frequency

Frequency	Full	Half	Two Fifths	Third	Quarter	Fifth	Sixth
Open	£1,299	£699	£599	£499	£399	£349	£299
6x	£1,199	£649	£549	£449	£379	£329	£279
12x	£1,099	£599	£529	£429	£359	£299	£259
25x	£1,049	£549	£499	£399	£339	£279	£239

All Ads Are Four-Color Process

Premium Positions

Back Cover	\$3,200 / £1,600
Inside Front Cover	\$3,200 / £1,600
Page 1	\$3,200 / £1,600
Inside Back Cover	\$2,900 / £1,500
Center Spread	\$3,800 / £1,900

Agency Commission:

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

Prepayment Discount:

5% cash discount for advance payment from established POLLSTAR ad clients.


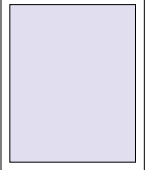
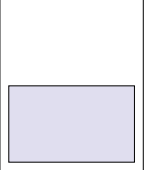
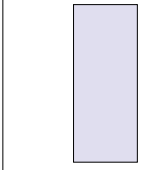
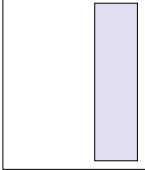
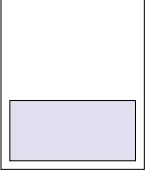
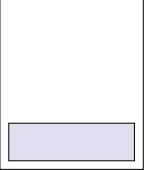
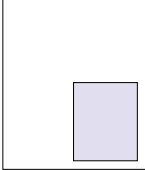
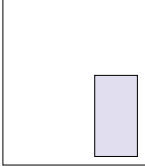
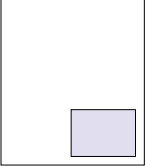
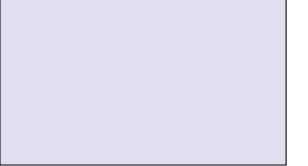
New Accounts:

Advance payment is required and pre-payment discounts are not available to new accounts.

Insertions & Placement

Rates are per insertion. Priority placement of ad insertions is based on size 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 insertions - laser and/or inkjet prints are not acceptable.

Advert Sizes *Pages trim to: 8 1/2" x 11" 21.6 x 28 cm*

One Page Full Bleed  Bleed: 9" x 11 1/2" 23 x 29.2 cm Live: 7 1/2" x 10" 19 x 25.4 cm	One Page No Bleed  Live: 7 1/2" x 10" 19 x 25.4 cm	Half Page Horizontal  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	Two Page Spread  Bleed: 17.5" x 11.5" 44.45cm x 29.21cm Live: 16" x 10" 40.64cm x 25.4cm Trim: 17" x 11" 43.18cm x 27.94cm	

Art, PDF and Upload Instructions *On Back...*

Digital *Requirements*

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

Our preferred art files are flattened tifs (Photoshop) and flattened eps with embedded images and all fonts converted to paths (Illustrator).

Files must be created using, Adobe CS3 InDesign (or earlier), Illustrator, Photoshop, QuarkExpress (vs's. 6.5 through 8). Pollstar prefers that ARTWORK is submitted in these native formats.

PDF *Submissions*

In general, PDFs should meet PDF/X-1a standards. Compatibility must be Acrobat 4 (pdf 1.3). For quality-control purposes, advertisers who submit PDF files may be required to supply native files.

- All Graphics must be at least 300dpi at the same size used in the layout and saved as an EPS or TIF file.
- All color images must be CMYK (swop 20% preferred).
- We cannot accept RGB and indexed colors. All fonts used should be embedded in the PDF when created.

All spot colors should be converted to CMYK prior to distilling or PDF creation (unless advert is to print with a spot color). If advert is to print with spot colors do not convert to CMYK.

Files with transparency should be flattened in the native application prior to distilling or PDF creation.

Pollstar Requirements: A match-proof is required for all insertions. Pollstar will not be responsible for error in your ad if a match-proof is not supplied prior to our advertising deadline. If time does not permit providing a physical match proof, a PDF file will be acceptable via e-mail to your ad-executive here at Pollstar for reference purposes only. If a physical match-proof cannot be provided, we cannot guarantee the color match for your ad.

Printer Requirements: Files may submitted using: CD (non-returnable); WebNative (secure web transfer - instructions below). 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.

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 (six digits).

Example - BigArenaSeeOurNew092702.eps

Please make sure your files include all fonts, photos and logos. If you have questions as to file types that will work please contact your Advertising Executive at Pollstar - 559-271-7900.

Upload Instructions Using *WebNative*

Upload your Artwork using WebNative:

1. Open Web Browser
2. Go to - <http://webnative.dumontprinting.com/webnative/listdir>
3. Enter User Name - pollstar
4. Enter Password - pollstar
5. Click on - "Browse"
6. Click on - "Upload Files"
7. Click on - "Browse"
8. Select your local file on your computer
9. Click on - "Upload File"
10. Email the name of the file uploaded to WebNative to your ad-executive and carbon copy advertising@pollstar.com

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 October 1, 2009 and are payable in U.S. Dollars. Rates subject to change without notice.