

# 2012 at Strathmore applause Advertising Information

- ▶ *Applause* is the magazine for people who attend performances at the **MUSIC CENTER AT STRATHMORE**, the world-class concert hall in Montgomery County, Maryland. *Applause* captures the excitement of the Music Center with feature stories, interviews with performers, behind-the-scenes perspectives, and program notes about each performance.
- ▶ Published five times a year (based on the performance schedule), *Applause* is handed to attendees as they enter the Music Center. On average, **30,000 COPIES** of each issue are distributed. In a reader survey, 90 percent of the attendees said they take *Applause* home.
- ▶ For Bethesda-area businesses and professionals, *Applause* delivers an engaged and buying-centered audience in an ideal editorial setting. Moreover, *Applause* gives *Bethesda Magazine's* advertisers the opportunity to reach even more affluent Bethesda-area residents—and at reduced rates. Regular *Bethesda Magazine* advertisers receive **UP TO 60 PERCENT OFF** rates in *Applause*.

## 2012 APPLAUSE ADVERTISING RATES\*

COLOR	1X	3X	6X
Full page	\$3,825	\$3,525	\$2,900
2/3 page	3,325	3,100	2,675
1/2 page	2,675	2,600	2,375
1/3 page	2,375	2,175	1,850
1/4 page	1,850	1,700	1,450
1/6 page	1,475	1,325	1,075

- ▶ All rates are net.
- ▶ Black and white ad rates are 20% less than color.
- ▶ Cover premium positions are \$500 extra per insertion; Placement on page 1 or facing the table of contents is \$300 extra.

## \*SPECIAL DISCOUNTED RATES FOR BETHESDA MAGAZINE PRINT ADVERTISERS

*Bethesda Magazine* advertisers receive discounted *Applause* rates based on the amount they are spending in *Bethesda Magazine* in the current contract year.

ANNUAL SPENDING IN BETHESDA MAGAZINE	DISCOUNT OFF APPLAUSE RATES
Up to \$5,000	20%
Up to \$8,000	30%
Up to \$11,000	40%
Up to \$14,000	50%
More than \$14,000	60%



## 2012 Deadlines

### ▶ January/February

Space reservation: 12/2  
Materials due: 12/6

### ▶ March/April

Space reservation: 1/31  
Materials due: 2/3

### ▶ May/June

Space reservation: 4/3  
Materials due: 4/5

### ▶ September/October

Space reservation: 7/31  
Materials due: 8/6

### ▶ November/December

Space reservation: 10/1  
Materials due: 10/5

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