

No Other Audience Generates Music Product Sales Like *SBO+* Readers

MARCHING



MODERN



BAND

BAND +

**SBO+**

BAND, ORCHESTRA, CHORAL, THEATER



MUSICAL  
THEATER

CHOIR



JAZZ BAND

MORE!

Our Readers Not Only Purchase and Influence Purchases for Local, District and State Programs,  
the Products They Recommend to Parents and Students Create a Lifetime of New Brand Loyalty



## **Our 36,000+ Readers Make and/or Influence Bulk Music Product Purchases**

# Your #1 Resource for Reaching Over **36,000** Music Teachers Who Buy Your Products

## School Band & Orchestra Plus

*SBO+* provides an outstanding opportunity for companies and music colleges, universities, and arts-intensive high school programs that target the universe of music teachers. With the market's largest print circulation and thousands more digital subscribers, *SBO+* brings your products and services to music teachers nationwide. These teachers influence the purchase of millions of dollars worth of instruments and services every year. *SBO+* provides insight into challenging issues such as recruitment and retention, budgeting, fundraising, travel, and administration, as well as producing educational and creative performances. These teachers buy your products in bulk, recommend them to their students, and to their parents leading to a lifetime of brand loyalty. Advertising in *SBO+* puts your company in front of a variety of music teachers: concert, marching, jazz, chorus, modern bands, string and symphonic orchestras, chamber, and other small group ensembles.

## **More Channels, More Customers**

**SBO+** gets your advertising message out to over 36,000 qualified subscribers, on their terms, anywhere and anytime. Monthly print issues establish and reinforce advertising awareness while our website targets your message exclusively to qualified prospects. SBO+ email blasts and monthly newsletter provide immediate, comprehensive to over 36,000 opt-in subscribers.



**Published Monthly**

*SBO+* publishes monthly with in-depth features, director profiles, news and information, new products, and the annual *College Search and Career Guide*. Our advertisers benefit from year-round visibility and consistency in the marketplace.

Online solutions that drive results - *SBO+* newsletter, [SBOPlus.net](http://SBOPlus.net), and *SBO+* digital editions for mobile

## **SBO+ Readers Have a Massive Influence on a Music Student's College Choices**

# Editorial Focus

## SBO+ features practical, hands-on stories

Every issue of SBO+ includes a variety of articles covering the entire spectrum of music education. Each issue has several editorial focuses allowing advertisers to tailor their ads to the content.

Some of our recurring features include book reviews relevant to music educators, Great Music Reviews featuring quality music in Grades .5 to 3, Playing Tips from Robert W. Smith and his composers, Leadership Tips by Dr. Matthew Arau, and America's Musicians telling the musical journey of a military musician. We also bring you important articles by leaders in the field and regular contributions from the Music Achievement Council. For a dose of humor, there's Tone Deaf comics. We also include monthly news products and headlines features with news and innovations from across the music industry.



## SALES CONTACTS

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## 2022/2023 ADVERTISING DEADLINES

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Preview of ACDA Convention Chorus Features What's New in Music Technology?	Preview of ASTA Convention String & Orchestra Features	Preview of NAMM Careers in the Music Industry Copyright and Other Music Business Topics	Destination Travel Professional Development Programs and Conducting Workshops	Jazz Festivals Jazz Features Modern Band	Essay Contest Winners Best Tools for Schools Marching Band Features Fundraising	Student Leadership Mariachi/ Inclusion/ Diversity	Back to School Issue Brass Features	Travel Issue Woodwind Features	Classroom/ General Music Musical Theater Midwest Clinic Preview	College Issue PASIC Preview Percussion Features	50+ Directors Who Make a Difference What's Coming in the New Year?
<b>RESERVE BY</b> 12/20/22	<b>RESERVE BY</b> 1/20/23	<b>RESERVE BY</b> 2/20/23	<b>RESERVE BY</b> 3/20/23	<b>RESERVE BY</b> 4/20/23	<b>RESERVE BY</b> 5/20/23	<b>RESERVE BY</b> 6/20/23	<b>RESERVE BY</b> 7/20/23	<b>RESERVE BY</b> 8/20/23	<b>RESERVE BY</b> 9/20/22	<b>RESERVE BY</b> 10/20/22	<b>RESERVE BY</b> 11/20/22
<b>AD DUE DATE</b> 12/22/22	<b>AD DUE DATE</b> 1/22/23	<b>AD DUE DATE</b> 2/22/23	<b>AD DUE DATE</b> 3/22/23	<b>AD DUE DATE</b> 4/22/23	<b>AD DUE DATE</b> 5/22/23	<b>AD DUE DATE</b> 6/22/23	<b>AD DUE DATE</b> 7/22/23	<b>AD DUE DATE</b> 8/22/23	<b>AD DUE DATE</b> 9/22/22	<b>AD DUE DATE</b> 10/22/22	<b>AD DUE DATE</b> 11/22/22

## ❖ Omni Channel Media

### ANNUAL & MONTHLY ISSUE COVERAGE CORE TO MUSIC TEACHERS

- ◆ BACK TO SCHOOL
- ◆ THE BAND DIRECTOR'S SURVIVAL GUIDE
- ◆ PARENT & BOOSTER RESOURCES
- ◆ ANNUAL MUSIC DIRECTOR'S RESOURCE GUIDE
- ◆ COLLEGE SEARCH AND CAREER GUIDE
- ◆ FUNDRAISING/TRAVEL GUIDANCE
- ◆ COLLEGE & PROFESSIONAL MARCHING BANDS
- ◆ AND MORE, EVERY ISSUE!

## PACKAGE YOUR MESSAGE TO MUSIC TEACHERS

PRINT • DIGITAL • E-MARKETING • DIRECT MAIL

- THE LARGEST MUSIC TEACHER CIRCULATION of any print magazine in the industry, reaching 36,000 qualified subscribers.
- **SBO+'s iPAD & DIGITAL EDITION** expands your visibility to worldwide markets as your ad is seen online with direct links to your website. Thousands of international music teachers will see your message.
- **BROADCAST YOUR MESSAGE** to over 18,700 music teachers with SBO+'s exclusive e-mail service. An e-mail blast allows you to target your message to the decision makers who prefer to receive their information via e-mail.
- **SBO+ WEEKLY E-NEWSLETTER** offers a powerful e-marketing opportunity to drive traffic to your website. SBO+'s e-newsletter provides the latest industry news, trends, exclusive editorial content, surveys, and much more! Your banner ad is certain to generate leads and exposure for your company.
- **TARGETED ACCESS**  
SBO+ provides complete fulfillment services for all advertiser direct mail and magazine insert campaigns. Your insert can be targeted geographically or by demographics.

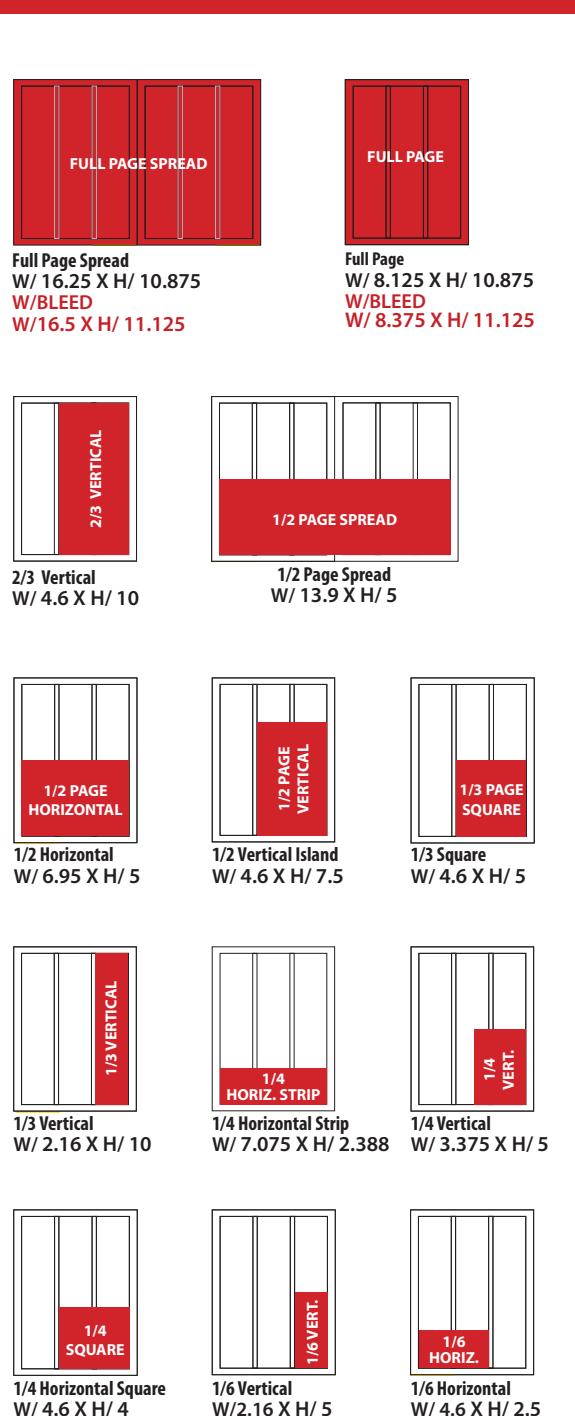
## DISPLAY ADVERTISING

Size / Position	1x	3x	6x	12x
Full Page	\$2,900	\$2,700	\$2,500	\$2,300
Full Page Spread	\$5,300	\$5,000	\$4,500	\$4,300
2/3 Page Vertical	\$2,300	\$2,200	\$1,900	\$1,700
1/2 Page Spread	\$3,350	\$3,100	\$2,800	\$2,400
1/2 Page Horizontal	\$1,750	\$1,650	\$1,550	\$1,350
1/2 Page Island	\$1,750	\$1,650	\$1,550	\$1,350
1/3 Page Square	\$1,325	\$1,225	\$1,125	\$925
1/3 Page Vertical	\$1,325	\$1,225	\$1,125	\$925
1/4 Page Vertical	\$1,175	\$975	\$875	\$775
1/4 Page Square	\$1,175	\$975	\$875	\$775
1/6 Page Vertical	\$600	\$575	\$550	\$525
1/6 Page Horizontal	\$600	\$575	\$550	\$525
Back Cover				\$3,450
Inside Back Cover				\$2,645
Inside Front Cover				\$2,990

**Need Design Help?** \$200 fees apply for one-time designs. \$100 fee for changes to existing artwork

## CLASSIFIEDS

SIZE	1X	3x	6x	12x
1/2 Page Horizontal	\$1,400	\$1,300	\$1,200	\$1,000
1/2 Page Vertical	\$1,400	\$1,300	\$1,200	\$1,000
3 Columns x 1 inch (6.95 x 1)	\$230	\$220	\$210	\$200
3 Columns x 2 inches (6.95 x 2)	\$330	\$320	\$310	\$300
3 Columns x 4 inches (6.95 x 4)	\$650	\$625	\$600	\$575
2 Columns x 2 inches (4.60 x 2)	\$260	\$250	\$240	\$230
2 Columns x 3 inches (4.60 x 3)	\$330	\$320	\$310	\$300
2 Columns x 4 inches (4.60 x 4)	\$400	\$390	\$380	\$370
2 Columns x 5 inches (4.60 x 5)	\$500	\$490	\$480	\$470
1 Column x 1 inch (2.16 x 1)	\$90	\$85	\$80	\$75
1 Column x 2 inches (2.16 x 2)	\$180	\$170	\$160	\$150
1 Column x 3 inches (2.16 x 3)	\$230	\$215	\$200	\$185
1 Column x 4 inches (2.16 x 4)	\$260	\$250	\$240	\$230
1 Column x 5 inches (2.16 x 5)	\$330	\$320	\$310	\$300



**ALL BLEED ADS MUST HAVE 0.125 INCHES PAST THE TRIM EDGE AND ALL LIVE AREAS MUST REMAIN .25 INCHES INSIDE THE PAGE TRIM SIZE.**

Fractional ads, use the non-bleed dimensions as your live area. Do not allow any essential type or art to fall outside this area. For spread ads, do not place any essential type or images across the gutter (center line) without adding .125" space on each side of the fold for safety (total .25").

All ads must be submitted in digital format. Preferred file submission: CMYK or grayscale, high resolution (300dpi or greater) Photoshop-compatible EPS, TIFF, JPEG or PDF files. If supplying layered files, all support images and fonts must be included with all fonts converted to outlines.

Other acceptable file formats are: Mac-compatible InDesign CS6 or Illustrator EPS files, collected with all working files and Postscript fonts (screen and printer) included.

**IMPORTANT PRINT NOTE: All SPOT, RGB, & LAB COLORS SHOULD BE CONVERTED TO CMYK** to avoid any color conversion/transparency flattening issues. In addition, if a pdf file is supplied, all text must be converted to outlines.

**PUBLISHER IS NOT LIABLE FOR INFERIOR OUTCOME IF GUIDELINES ARE NOT FOLLOWED.**

This publication prints in a web offset, CMYK format and to SWOP standards. For color critical ads two digital color proofs must be provided, created from the supplied digital file on a contract-quality, digital halftone proofing system in accordance with SWOP standards (Imation Digital Matchprint, Kodak Approval, Iris, Rainbow, etc.)

Laser or inkjet proofs are not considered accurate in color and will be used for content confirmation only.

Publisher is not liable for color inaccuracy if guidelines are not followed and color proofs not supplied.

If you have questions or concerns regarding ad or insert specifications, please contact Angela Marlett, 800-682-8114 ext. 5, angela@mrrmagazine.com. For ad sales information, please contact your account manager.

Contact your salesperson for delivery options for advertising materials.

**SBO+**  
**(800) 682-8114**

## SALES CONTACTS

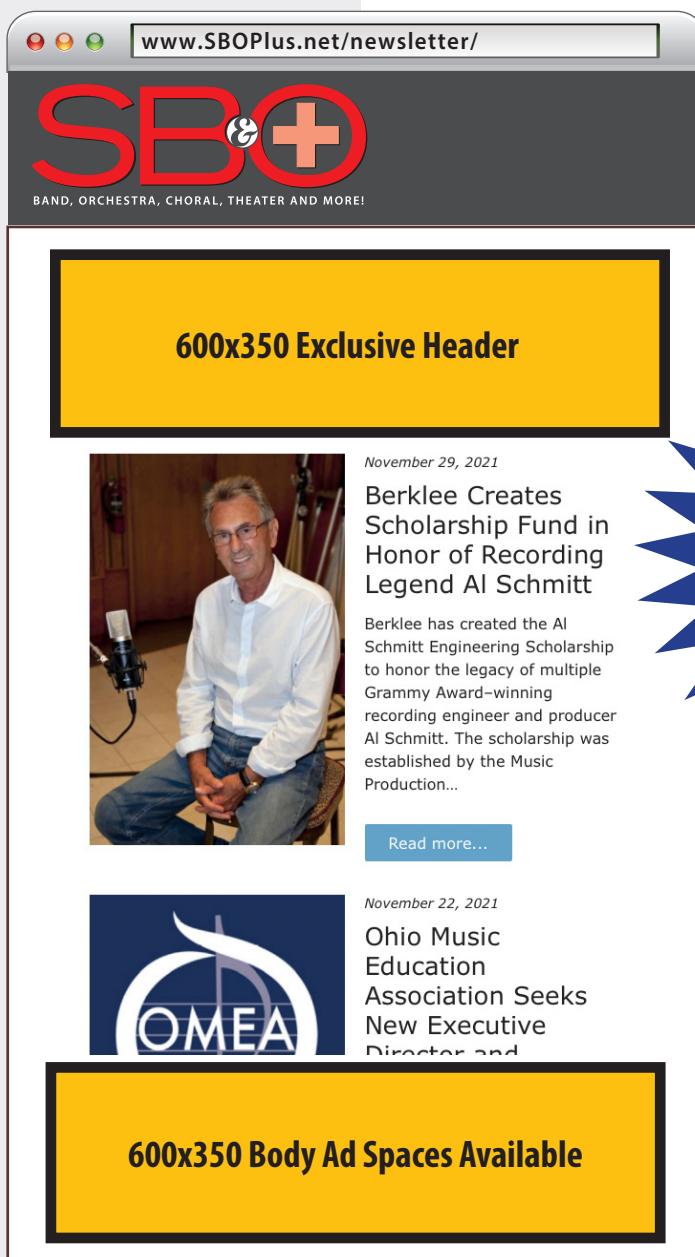


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## HIGH VISIBILITY



The screenshot shows a web browser window with the URL [www.SBOPlus.net/newsletter/](http://www.SBOPlus.net/newsletter/). At the top is the SBO+ logo. Below it is a yellow rectangular ad space labeled "600x350 Exclusive Header". Underneath is a news article with a photo of Al Schmitt and a blue starburst graphic.

**600x350 Exclusive Header**

*November 29, 2021*

Berklee Creates Scholarship Fund in Honor of Recording Legend Al Schmitt

Berklee has created the Al Schmitt Engineering Scholarship to honor the legacy of multiple Grammy Award-winning recording engineer and producer Al Schmitt. The scholarship was established by the Music Production...

[Read more....](#)

*November 22, 2021*

Ohio Music Education Association Seeks New Executive Director and

**600x350 Body Ad Spaces Available**

## NEWSLETTER SPECS

**Acceptable Formats:** jpg, .gif (**No Flash**)

**Size requirements:** around 200K

All newsletter spots are **EXCLUSIVE**

### 600x350 EXCLUSIVE HEADER

Subject to availability.

**pricing per location**

### 600x350 EXCLUSIVE AD SPACE 2

Stacking order may alternate.

**pricing per location**

### 600x350 EXCLUSIVE AD SPACE 3

Stacking order may alternate.

**pricing per location**

### CUSTOM EMAIL BLASTS

**\$1,500/per email blast**

Set your sights on sales with a targeted customized e-mail blast. **SBO+** can deliver your message to thousands of music education e-mail addresses from our qualified opt-in subscriber database. HTML or plain text with an attachment formats available. This is the best way to deliver your personalized message straight to the desks of decision-makers throughout the industry.

#### SPEC NOTE:

- Send .html or .txt file designed for a width of 600-700 pixels wide; there is no restriction on height using this option.
- Do not send images as a separate file. ALL images must be housed on your end with full image links embedded directly as absolute, full paths to images and links.
- All styling is inline (no css or styling in header).
- Do not include scripting of any sort (i.e., no javascript).
- Table-based layouts will provide the most consistent display for all email clients and programs.
- We cannot accept html copied from a third party email client like Mailchimp, Constant Contact, etc.

**Tel: (800) 682-8114**

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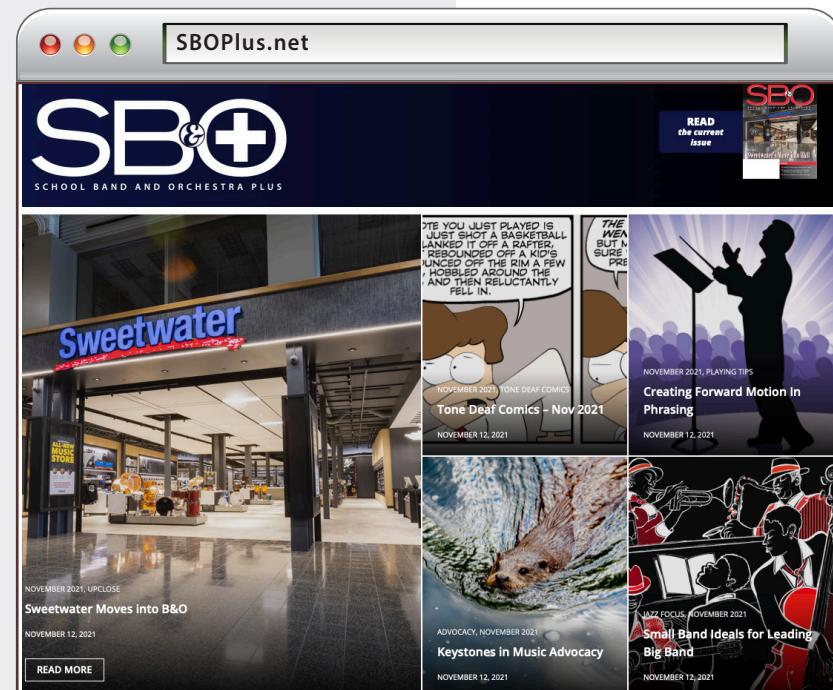
cell 617-553-8066

GORDON SNYDER ext. 6

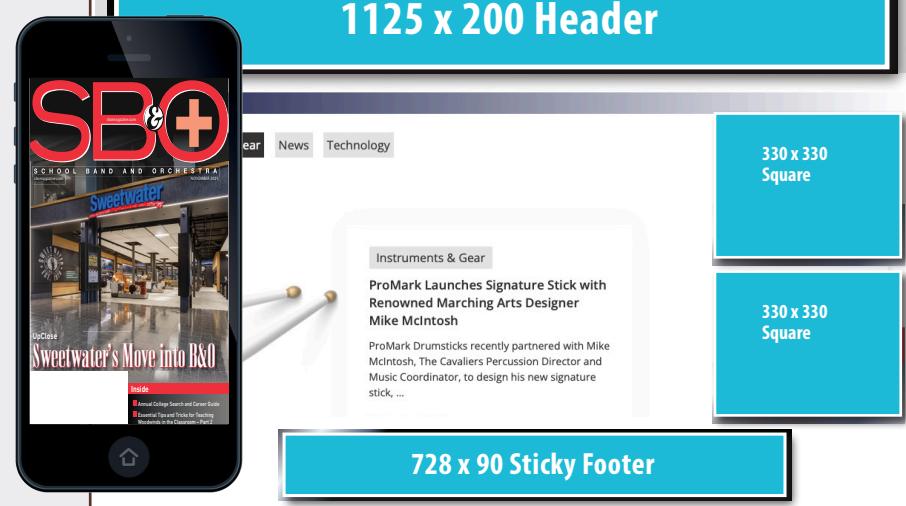
[gordon@sbomagazine.com](mailto:gordon@sbomagazine.com)

cell (407) 676-2054

## HIGH VISIBILITY



1125 x 200 Header



## WEB BANNER SPECS

**Acceptable Formats:** jpg, .gif

**Size requirements:** around 200K

We do not allow audio.

1125 x 200 HEADER

This ad appears on ALL pages in the site - maximum 3 clients

\$1500/month

330 x 330 MULTIPLE LOCATIONS

This ad appears on ALL pages in the site

\$750/month

728 x 90 STICKY FOOTER

This ad appears on ALL pages in the site and is EXCLUSIVE to the client.

\$1250/month

**SBO+ Delivers Print, Digital Edition, Website, eMail Blasts, and Newsletter Packages Reaching Director Purchasers and Lifelong Influencers**



SALES CONTACTS

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