No Other Audience Generates Music Product Sales Like SBO+ Readers

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
Readers Have a Massive Influence on a Music Student’s College Choices

by Mike Lawson

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, SBOPlu.net, and SBO+ digital editions for mobile

SBO+ Readers Have a Massive Influence on a Music Student’s College Choices
Our Readers Buy for Entire Classrooms, Multiple Schools, Districts, and Even Statewide!

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 article 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 new products and headlines features with news and innovations from across the music industry.

**MARI DEETZ ext. 1**
mari@mrmmagazine.com

cell 323-243-4413

**MATT KING ext. 2**
matt@mrmmagazine.com

cell 617-323-0649

**MIKE LAWSON, Publisher, ext. 5**
mike@artistpro.com

cell 615-870-9333

tel: (800) 682-8114

---

**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.**

---

**2022/2023 ADVERTISING DEADLINES**

<table>
<thead>
<tr>
<th>JANUARY</th>
<th>FEBRUARY</th>
<th>MARCH</th>
<th>APRIL</th>
<th>MAY</th>
<th>JUNE</th>
<th>JULY</th>
<th>AUGUST</th>
<th>SEPTEMBER</th>
<th>OCTOBER</th>
<th>NOVEMBER</th>
<th>DECEMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESERVE BY 12/20/22</td>
<td>RESERVE BY 1/20/23</td>
<td>RESERVE BY 2/20/23</td>
<td>RESERVE BY 3/20/23</td>
<td>RESERVE BY 4/20/23</td>
<td>RESERVE BY 5/20/23</td>
<td>RESERVE BY 6/20/23</td>
<td>RESERVE BY 7/20/23</td>
<td>RESERVE BY 8/20/23</td>
<td>RESERVE BY 9/20/22</td>
<td>RESERVE BY 10/20/22</td>
<td>RESERVE BY 11/20/22</td>
</tr>
</tbody>
</table>
**Display Advertising**

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

$200 fees apply for one-time designs. $100 fee for changes to existing artwork.

**Classifieds**

<table>
<thead>
<tr>
<th>Size</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/2 Page Horizontal</td>
<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>$1,400</td>
<td>$1,300</td>
<td>$1,200</td>
<td>$1,000</td>
</tr>
<tr>
<td>3 Columns x 1 inch</td>
<td>$230</td>
<td>$220</td>
<td>$210</td>
<td>$200</td>
</tr>
<tr>
<td>3 Columns x 2 inches</td>
<td>$330</td>
<td>$320</td>
<td>$310</td>
<td>$300</td>
</tr>
<tr>
<td>3 Columns x 4 inches</td>
<td>$650</td>
<td>$620</td>
<td>$600</td>
<td>$575</td>
</tr>
<tr>
<td>2 Columns x 2 inches</td>
<td>$260</td>
<td>$250</td>
<td>$240</td>
<td>$230</td>
</tr>
<tr>
<td>2 Columns x 3 inches</td>
<td>$330</td>
<td>$320</td>
<td>$310</td>
<td>$300</td>
</tr>
<tr>
<td>2 Columns x 4 inches</td>
<td>$400</td>
<td>$390</td>
<td>$380</td>
<td>$370</td>
</tr>
<tr>
<td>2 Columns x 5 inches</td>
<td>$500</td>
<td>$490</td>
<td>$480</td>
<td>$470</td>
</tr>
<tr>
<td>1 Column x 1 inch</td>
<td>$90</td>
<td>$85</td>
<td>$80</td>
<td>$75</td>
</tr>
<tr>
<td>1 Column x 2 inches</td>
<td>$180</td>
<td>$170</td>
<td>$160</td>
<td>$150</td>
</tr>
<tr>
<td>1 Column x 3 inches</td>
<td>$230</td>
<td>$215</td>
<td>$200</td>
<td>$185</td>
</tr>
<tr>
<td>1 Column x 4 inches</td>
<td>$260</td>
<td>$250</td>
<td>$240</td>
<td>$230</td>
</tr>
<tr>
<td>1 Column x 5 inches</td>
<td>$330</td>
<td>$320</td>
<td>$310</td>
<td>$300</td>
</tr>
</tbody>
</table>

**Display Advertising**

- All SPOT, RGB, & LAB COLORS SHOULD BE FULL PAGE to avoid any color conversion/transparency flattening issues. 1/2 PAGE SPREAD is $600.
- Sizes & Prices Include Production Charges, Air Mail, Sales Tax. Preparations needed: 1/2 Page Island 1/2 Horizontal w/ 4.6 X H/10, 1/4 Vertical w/4.6 X H/5, 1/3 Square W/ 4.6 X H/5, 1/2 Page Spread W/16.25 X H/10.875 w/bleed W/16.5 X H/11.125, 1/3 Vertical W/ 2.16 X H/10, 1/2 Vertical W/ 4.6 X H/7.5, 1/4 Vertical W/ 3.375 X H/5, 2/3 Vertical W/ 4.6 X H/11.125 w/bleed W/16.5 X H/11.125, 1/6 Vertical W/ 4.6 X H/2.5, 1/6 Square W/ 4.6 X H/4, W/H/BLEED, W/2.16 X H/5, W/4.6 X H/5, W/1/6 HORIZ. STRIP, W/7.075 X H/2.388, EXITING ADVERTISING

**Contact Information**

- **MARI DEETZ** ext. 1 mari@mmrmagazine.com cell 323-243-4413
- **MATT KING** ext. 2 matt@mmrmagazine.com cell 617-323-0649
- **MIKE LAWSON**, Publisher ext. 4 mike@artistpro.com cell 615-870-9333
Our Readers’ Music Product Choices Will Impact a Lifetime of Brand Preferences in Their Students

HIGH VISIBILITY

600x350 Exclusive Header

November 26, 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...

600x350 Body Ad Spaces Available

November 22, 2021

Ohio Music Education Association Seeks New Executive Director and

NEWLETTER 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

MARI DEETZ ext. 1
mari@mmrmagazine.com
cell 323-243-4413

MATT KING ext. 2
matt@mmrmagazine.com
cell 617-323-0649

MIKE LAWSON, Publisher, ext. 5
mike@artistpro.com
cell 615-870-9333

SBOPlus.net
# Our Readers Not Only Buy Your Products, They Help Sell Them For A Lifetime

## HIGH VISIBILITY

![Image of SBOPlus banner]

## WEB BANNER SPECS

<table>
<thead>
<tr>
<th>Acceptable Formats: .jpg, .gif</th>
<th>Size requirements: around 200K</th>
</tr>
</thead>
<tbody>
<tr>
<td>We do not allow audio.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Dimensions</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1125 x 200 HEADER</td>
<td>This ad appears on ALL pages in the site - maximum 3 clients</td>
<td>$1500/month</td>
<td></td>
</tr>
<tr>
<td>330 x 330 MULTIPLE LOCATIONS</td>
<td>This ad appears on ALL pages in the site</td>
<td>$750/month</td>
<td></td>
</tr>
<tr>
<td>728 x 90 STICKY FOOTER</td>
<td>This ad appears on ALL pages in the site and is EXCLUSIVE to the client.</td>
<td>$1250/month</td>
<td></td>
</tr>
</tbody>
</table>

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

![Image of SBOPlus ad]

### SALES CONTACTS

- **Tel:** (800) 682-8114
- **MARI DEETZ ext. 1** mари@mmrmagazine.com
cell 323-243-4413
- **MATT KING ext. 2** matt@mmrmagazine.com
cell 617-323-0649
- **MIKE LAWSON, Publisher, ext. 5** mike@artistpro.com
cell 615-870-9333

SBOPlus.net