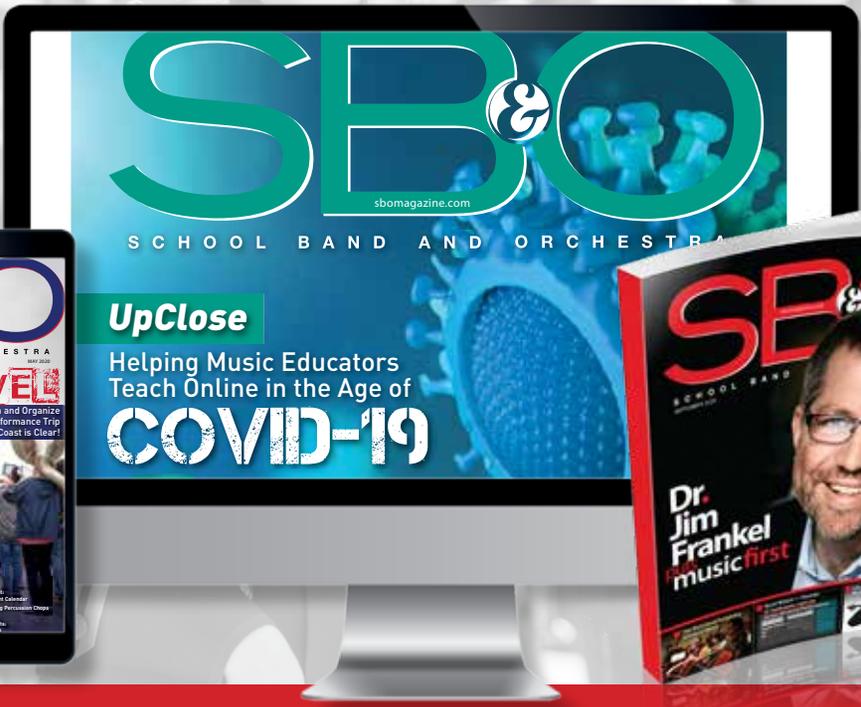
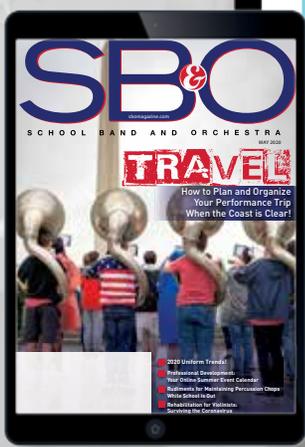




SCHOOL BAND AND ORCHESTRA

MARKETING SOLUTIONS



The Leading Informational Resource for School Band and Orchestra Directors

www.sbomagazine.com

Editorial Focus

SBO features practical, hands-on editorial content, including:

UPCLOSE Q&A INTERVIEWS AND FEATURES: Each issue, SBO delivers compelling and insightful interviews, reports, and stories especially relevant to today's instrumental music teachers

MAC CORNER: The Music Achievement Council's bi-monthly column presenting practical, hands-on strategies for teaching music

INSERVICE: Col. (USA Ret.) Thomas H. Palmatier writes about the importance of leadership and serving the community with your music program

AUDIOTECH : Bestselling author Bobby Owsinski explains all things audio production to demystify the recording process for instrumental music educators.

GOODVIBES: Kevin Lucas hits on all things keyboard percussion in the Good Vibes, from techniques to teaching tips.

FESTIVALS: Special focus on planning travel, festival strategies, surviving the big annual trip each year and more!

TECHNOLOGY: Dr. George Hess writes columns throughout the year on the best audio tech products for your program.

MODERN BAND: Each month we focus on today's newest genre, the Modern Band incorporating pop music instruments and repertoire, by the teachers who lead these programs.

HEADLINES: Read the latest and greatest happening in the world of music education and instrumental music.

NEW PRODUCTS: We announce the new products available to help your students make great music.

tone DEAF COMICS: A monthly funny for instrumental music directors

PLAYING TIPS: User-submitted tips for teaching



MusicEd: Mentor Minute

A monthly column by
Elisa Janson Jones

❖ Omni Channel Media

ANNUAL & MONTHLY ISSUE COVERAGE CORE TO SCHOOL MUSIC EDUCATORS

- ◆ 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
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- ◆ AND MORE, EVERY ISSUE!

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PRINT • DIGITAL • E-MARKETING • DIRECT MAIL

- **THE LARGEST BAND & ORCHESTRA DIRECTOR CIRCULATION** of any print magazine in the industry, reaching nearly 25,000 qualified subscribers.
- **SBO's iPad & Digital Edition** expands your visibility to worldwide markets as your ad is seen on-line with direct links to your website. Thousands of international music education professionals will see your message.
- **BROADCAST E-MAIL YOUR MESSAGE** to over 18,700 band and orchestra directors with SBO's exclusive broadcast e-mail service. This essential service 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 help drive traffic to your website. Readers consider SBO's e-newsletter to be an essential tool for getting 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. Our qualified subscriber base may be targeted geographically and/or by demographics.

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2021 ADVERTISING DEADLINES

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
RESERVE BY 12/21/20	RESERVE BY 1/20/21	RESERVE BY 2/17/21	RESERVE BY 3/17/21	RESERVE BY 4/21/21	RESERVE BY 5/19/21	RESERVE BY 6/23/21	RESERVE BY 7/21/21	RESERVE BY 8/25/21	RESERVE BY 9/22/21	RESERVE BY 10/20/21	RESERVE BY 11/19/21
AD DUE DATE 12/23/20	AD DUE DATE 1/22/21	AD DUE DATE 2/19/21	AD DUE DATE 3/19/21	AD DUE DATE 4/23/21	AD DUE DATE 5/21/21	AD DUE DATE 6/25/21	AD DUE DATE 7/23/21	AD DUE DATE 8/27/21	AD DUE DATE 9/24/21	AD DUE DATE 10/22/21	AD DUE DATE 11/22/21

Timeless Creative, a division of **Timeless Communications, Corp.**, is your complete creative resource team that will build your brand to ensure the success of your business. With over 15 years of continuous content development, Timeless Creative provides unique resources and results driven expertise on mindshare, brand awareness, product launches, corporate identities, and market research. Timeless Creative will deliver across all platforms: print, digital, social media, POPs, PR, billboards, event production, and sales collateral. When it comes to achieving result expectations that deliver to marketing and sales goals, Timeless Create is your #1, best choice creative partner.



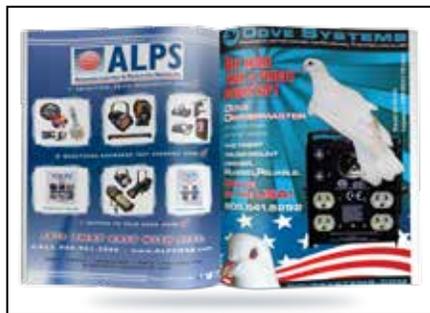
BROCHURES

Tri-Folds, Booklets, Product Catalogs,
Bi-Folds, Single Page, Custom



BUSINESS IDENTITY

Logos, Brands, Business Cards, Letterhead,
Envelopes, Newsletters



PRINT MEDIA ADVERTISING

Magazine Ads, Flyers, Billboards, Postcards,
File Folders, Promotional Items



WEBSITE DEVELOPMENT

Website Design, Social Media, SEO, PPC,
Search Engine Marketing (SEM)

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DESKTOP

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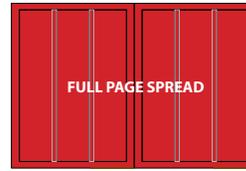
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UPLOAD AD SUBMISSIONS TO: www.timeless-com.com/ads/

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.

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



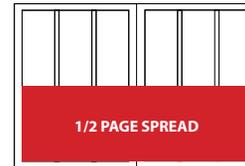
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W/ 16.25 X H/ 10.875
W/BLEED
W/16.5 X H/ 11.125



Full Page
W/ 8.125 X H/ 10.875
W/BLEED
W/ 8.375 X H/ 11.125



2/3 Vertical
W/ 4.6 X H/ 10



1/2 Page Spread
W/ 13.9 X H/ 5



1/2 Horizontal
W/ 6.95 X H/ 5



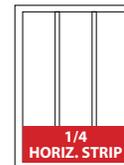
1/2 Vertical Island
W/ 4.6 X H/ 7.5



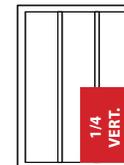
1/3 Square
W/ 4.6 X H/ 5



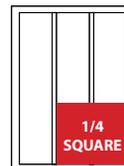
1/3 Vertical
W/ 2.16 X H/ 10



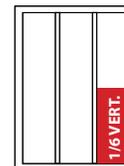
1/4 Horizontal Strip
W/ 7.075 X H/ 2.388



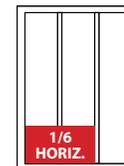
1/4 Vertical
W/ 3.375 X H/ 5



1/4 Horizontal Square
W/ 4.6 X H/ 4



1/6 Vertical
W/ 2.16 X H/ 5



1/6 Horizontal
W/ 4.6 X H/ 2.5

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 photos 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 the production manager at 702.932.5585. For ad sales information, please contact your account manager.

Preferred method of ad file delivery—please upload digital files to: www.timeless-com.com/ads/ (100 MB Max)

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

SALES CONTACTS

TIMELESS COMMUNICATIONS
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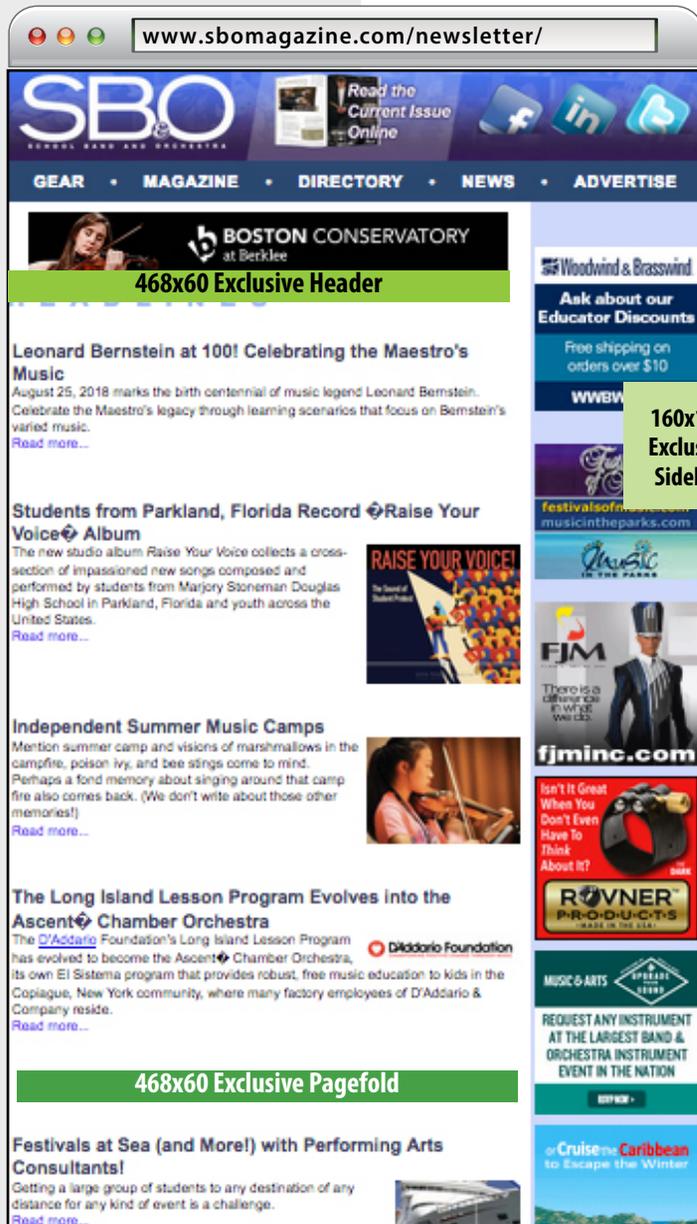
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HIGH VISIBILITY

NEWSLETTER SPECS



Acceptable Formats: .jpg, .gif, (No Flash)
Size requirements: around 200K
All newsletter spots are EXCLUSIVE

468x60 EXCLUSIVE HEADER

Subject to availability.

\$750/month

468X60 EXCLUSIVE PAGEFOLD

Subject to availability.

\$600/month

160X160 EXCLUSIVE SIDEBAR

Stacking order may alternate.

\$500/month

VIDEO INSERT

Stacking order may alternate.

\$1,000/month

CUSTOM EMAIL BLASTS

\$1500/per email blast

Set your sights on sales with a targeted customized e-mail blast. **SBO** can deliver your message to thousands of band and orchestra director 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. *Custom e-mail blasts are only available to advertisers in SBO Magazine who have reached a spending level of at least \$15,000 in 2020/2021, or are contracted for a minimum of \$15,000 for the calendar year of 2021.*

SPEC NOTE: Pre-designed email (html) - provide html code in .txt or .html file. Please be sure to use absolute, full paths to images and links.

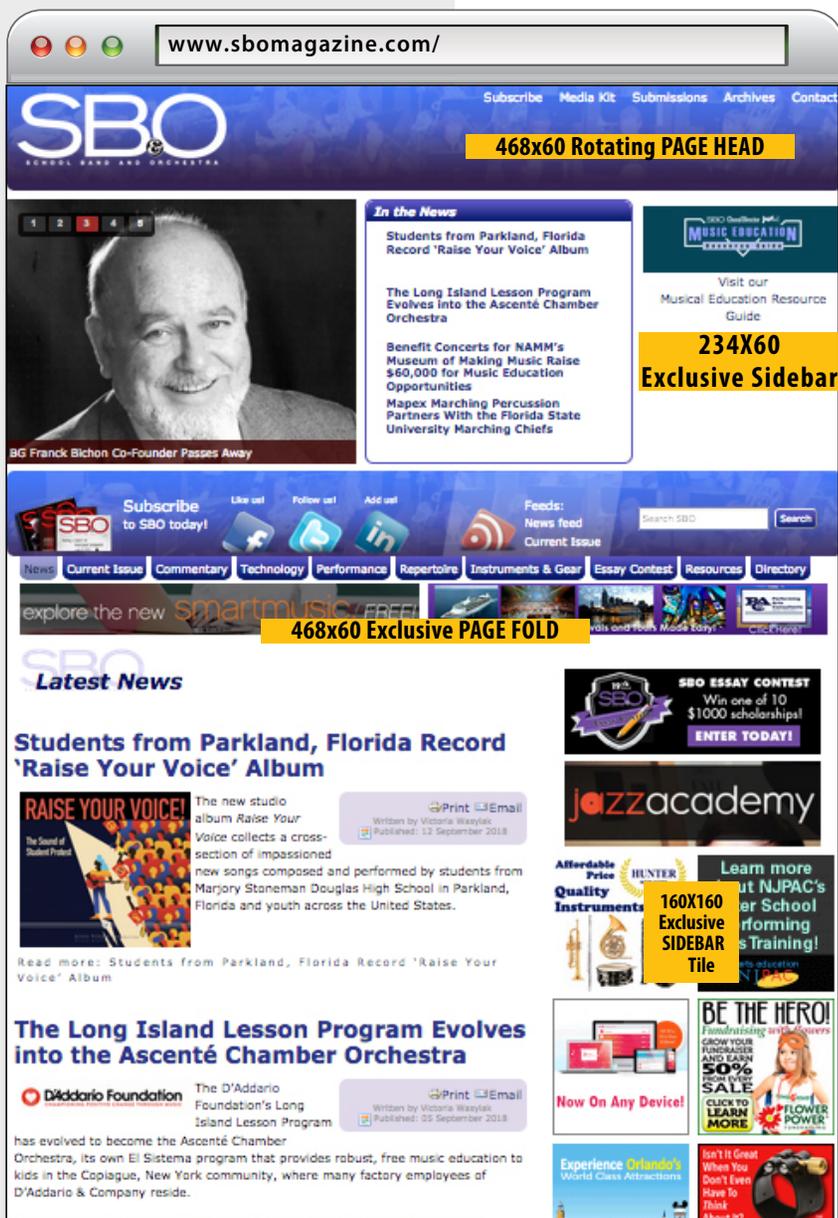
- All styling is inline (no css or styling in header)
- Do not include scripting of any sort (i.e., no javascript)
- Table-based layouts will provide the most consistent display for all email clients and programs
- Design for a width of 600 pixels wide. There is no restriction on height using this option.

Tel: (702) 479-1879

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www.sbomagazine.com

HIGH VISIBILITY

WEB BANNER SPECS



Acceptable Formats: .jpg, .gif
Size requirements: around 200K

- 468X60 EXCLUSIVE PAGE FOLD**
 This ad appears on ALL pages in the site and is EXCLUSIVE to the client.
\$750/month
- 468X60 ROTATING PAGE HEAD**
 This ad appears on ALL pages in the site and is SHARED. Limited availability.
\$750/month
- 234X60 EXCLUSIVE SIDEBAR**
 This ad appears on ALL pages in the site and is EXCLUSIVE to the client.
\$400/month
- SIDEBAR**

These ads are all EXCLUSIVE to the client. The Left side banners appear on ALL pages in the site and Right side banners appear on most pages WITH-OUT articles. Placement may vary and there are multiple sizes available:

SIDEBAR	PRICE
300x250 media rectangle	\$600/month
160X160 Tile	\$450/month
300x650 half page	\$900/month
160X600 Skyscraper	\$750/month
Site Background Wall Paper	\$1,000/month

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