

### Connecting, Encouraging, Teaching Clowns and Clowns and Entertainers for over 30 years.

# THE NEW CALLIOPE

## Who We Are

As the principle platform for COAI, The New Calliope strives to embody our organization's vision of connecting and educating clowns around the world through news, inspiring stories, and tutorials. Advertising with us ensures your products, resources, or events are reaching those who are most interested.



## **Publishing Schedule**

### Jan/Feb

Clown of the Year Issue! Ad Close: December 1 Issue to Press: 2nd Week of January

### Mar/Apr

#### Lifetime Achievement Winner Ad Close: February 1 Issue to Press: 2nd Week of March

### May/Jun

#### Lifetime Achievement Winner Ad Close: April 1 Issue to Press: 2nd Week of May

Jul/Aug

Presidential Issue (on election years) Ad Close: June 1 Issue to Press: 2nd Week of July

### Sept/Oct

Convention Host Issue Ad Close: August 1 Issue to Press: 2nd Week of September

### Nov/Dec

Auctioned Issue Ad Close: October 1 Issue to Press: 2nd Week of November

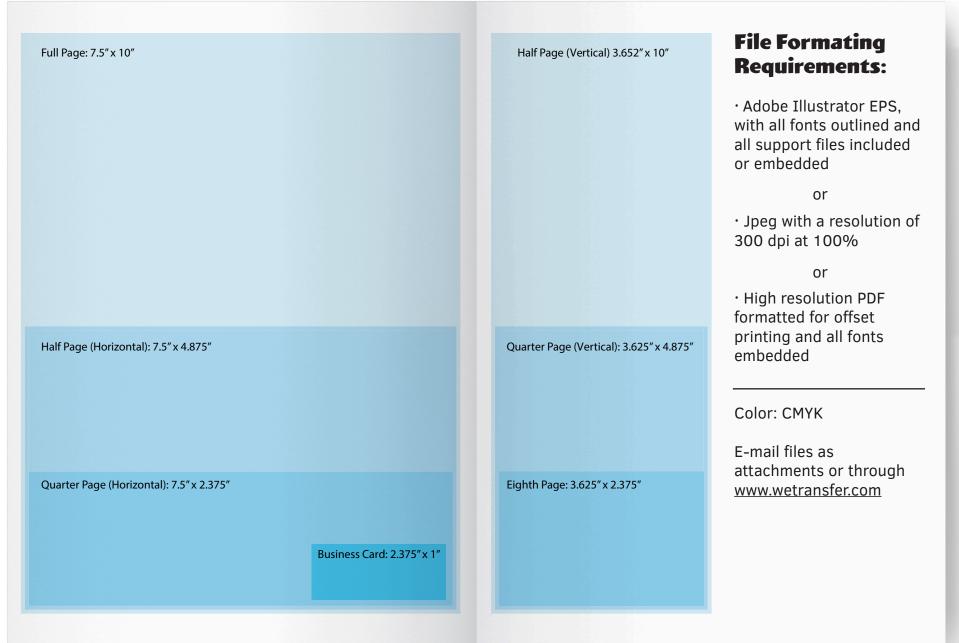
### Rate Card

Ad Size	<b>Open Rate</b>	3 Issue Contract	6 Issue Contract				
Color							
Full Page	\$470	\$440	\$420				
Half Page	\$275	\$260	\$245				
Quarter Page	\$190	\$170	\$160				
Eighth Page	\$110	\$95	\$90				
Black and White							
Full Page	\$375	\$350	\$330				
Half Page	\$220	\$205	\$195				
Quarter Page	\$150	\$135	\$125				
Eighth Page	\$85	\$75	\$75				
<b>Business Card</b>	\$50	n/a	n/a				
Cover Positions (color only)							
Back Cover	\$550						
Inside Cover (full)	\$550						
Inside Cover (half)	\$300						
Inside Cover (half)	\$300						

**Spinsored Content:** Open Rate (Half Page minimum) + 0.30 per word (300 words minimum)

\*pricing listed as rate per issue

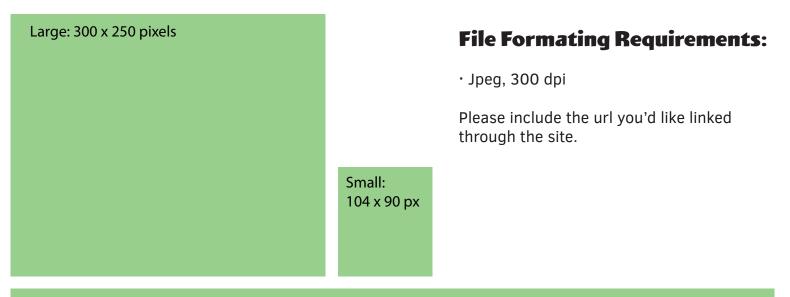
## **Production Requirements**



## Web Advertising

COAI also provides advertising on our home site, **www.mycoai.com**. Website ads run on a monthly basis.

Ad Size	List	FP Ads	HP Ads	<b>QP</b> Ads	EP and BC Ads
Banner	\$95	\$45	\$55	\$65	\$75
Large	\$75	\$25	\$35	\$45	\$55
Small	\$50	\$10	\$20	\$30	\$40



Banner: 728 x 90 pixels

## **Special Rates and Discounts**

Discounts and special rates are not stackable.

#### **Membership Rate:**

100% COAI Alleys receive the next lowest rate for all advertising.

#### **New Advertiser Special:**

- $\cdot$  3 months of a free small web ad with first ad purchase.
- $\cdot$  6 months of a free small web ad with first two print ads paid in advance.
- $\cdot$  12 months of a free small web ad for first three print ads paid in advance.

#### **Convention and Wholesaler Discount:**

- Interior ads 10% off
- Cover ads and FP spreads, 20% off.

### **Contact and Billing**

All questions and ad submissions:

Rachel Strnad Advertising Manager thenewcalliope@gmail.com 704-681-3114

Ads are billed through our Headquarters Office on (what date) the month before print. Payment is due upon receipt.

All billing questions:

Lauryl Smith Office Manager coaioffice@aol.com 352-257-1676