



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

**THE NEW
CALLIÖPE**

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.

Total Subscribers

2,400

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	Open Rate	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 <i>and</i> White			
Full Page	\$375	\$350	\$330
Half Page	\$220	\$205	\$195
Quarter Page	\$150	\$135	\$125
Eighth Page	\$85	\$75	\$75
Business Card	\$50	n/a	n/a
Cover Positions (color only)			
Back Cover	\$550		
Inside Cover (full)	\$550		
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

Full Page: 7.5" x 10"

Half Page (Horizontal): 7.5" x 4.875"

Quarter Page (Horizontal): 7.5" x 2.375"

Business Card: 2.375" x 1"

Half Page (Vertical) 3.652" x 10"

Quarter Page (Vertical): 3.625" x 4.875"

Eighth Page: 3.625" x 2.375"

File Formatting Requirements:

- Adobe Illustrator EPS, with all fonts outlined and all support files included or embedded

or

- Jpeg with a resolution of 300 dpi at 100%

or

- High resolution PDF formatted for offset printing and all fonts embedded

Color: CMYK

E-mail files as attachments or through www.wetransfer.com

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	QP Ads	EP and BC Ads
Banner	\$95	\$45	\$55	\$65	\$75
Large	\$75	\$25	\$35	\$45	\$55
Small	\$50	\$10	\$20	\$30	\$40

Large: 300 x 250 pixels

Small:
104 x 90 px

File Formatting Requirements:

- Jpeg, 300 dpi

Please include the url you'd like linked through the site.

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:

- 3 months of a free small web ad with first ad purchase.
- 6 months of a free small web ad with first two print ads paid in advance.
- 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