

The American Organist

Official Journal of the
American Guild of Organists • Associated Pipe Organ Builders of America

Advertising Your Regional Convention in TAO



(rev. 10/10/18)

ATTENTION
2021 Regional Convention Coordinators
2021 Regional Convention Publicity Coordinators
AGO Regional Councillors

DEADLINE: MARCH 15, 2020

The first ads for the 2021 Regional Conventions will appear in the May 2020 issue of THE AMERICAN ORGANIST. Each Regional Convention will be given space for a **display advertisement**. These ads should serve as announcements and should include the date, location, and logo of your convention. They may also list the names of confirmed artists and the convention website address or a contact for further information.

Dimension
3.5" (w) x 4.86" (h)



All ads must be press-ready. TAO accepts press-optimized Adobe Acrobat PDF digital files with fonts and graphics embedded. All images should be submitted with a resolution of at least 300 pixels/inch. Color: All embedded graphics should be in CMYK color mode (not RGB). TAO is pleased to recommend skilled designers if needed.

PDFs can be attached and e-mailed to Todd Sisley, tsisley@agohq.org. If you have any questions, please do not hesitate to contact me.

DEADLINE: NOVEMBER 1, 2020

Beginning with the January 2021 issue, we will publish a two-page spread that will run in consecutive issues through June. This layout contains the essential information concerning each of the Regional Conventions.

1. Region name and location of convention
2. Convention dates
3. Website address
4. High-res color version (CMYK, not RGB) of official convention logo (JPG). (Send your web version of the logo to the AGO webmaster.)
5. List of artists, clinicians, and special events
6. Contact information for convention registrar
7. Convention hotline phone number (if any)
8. Cost of registration: prices for differing categories, transportation, meals, etc.
9. Name and address of official convention hotel and alternate housing
10. Cost of housing and deadline for reservations

Please send the above information via e-mail (in an attachment) to tsisley@agohq.org. The high-res logo may be sent as an attachment.

logo

The image above shows the layout of information spread over two pages in the magazine. Prepare your convention information in a Word document running down the left margin (as shown in the numbered items at the top of this page).

DEADLINE: DECEMBER 1, 2020

Each Regional Convention will be given a half-page color ad free of charge in the February 2021 issue. All ads must be sent press-ready. TAO accepts press-optimized Adobe Acrobat PDF digital files with fonts and graphics embedded. All images should be submitted with a resolution of at least 300 pixels/inch. Color: All embedded graphics should be in CMYK color mode (not RGB). TAO is pleased to recommend skilled designers if needed.

Space	Dimension
1/2 page	7" (w) x 4.86" (h)

Please supply a PDF of your ad by e-mail attachment to tsisley@agohq.org



DEADLINE: FEBRUARY 1, 2021

Each Regional Convention will be given one full-page color ad free of charge in the April 2021 issue. We suggest careful planning of this space. The material should be both attention-catching and informative. Good, high-res photos should be chosen to add interest. All ads must be received press-ready. TAO accepts press-optimized Adobe Acrobat PDF digital files with fonts and graphics embedded. All images should be submitted with a resolution of at least 300 pixels/inch. Color: All embedded graphics should be in CMYK color mode (not RGB). TAO is pleased to recommend skilled designers if needed.

Space

Full page (no bleed)

Dimension

7" (w) x 9.931" (h)

*Bleed size: 8.25" x 11.125"

Trim size: 8" x 10.875"

Live area: 7.5" x 10.375"

*Contact ad manager Maury Castro (maury.castro@agohq.org) to receive a document containing a full explanation of our printer's bleed requirements.

Please supply your ad by e-mail attachment to tsisley@agohq.org



Additional Display Ads

Each Regional Convention will be given one additional free color advertisement (up to 1/4 page) in the issue of its choice. These ads must be submitted press-ready according to the specifications and deadlines printed in the TAO media kit posted online at www.agohq.org.

Post-Convention Reports

Each Regional Convention will be given up to one page of the October 2021 issue for a report (approx. 700 words) with one high-resolution photograph (at least 300 dpi, original size; TIFFs or JPGs). Convention Coordinators or Regional Councillors should assign a local person to write this report and obtain the necessary photograph. **Deadline: August 1, 2021**

AGO/Quimby Regional Competitions for Young Organists

We will print a two-page spread of the winners of the AGO/Quimby Regional Competitions for Young Organists in the October 2021 issue. Please provide Harold Calhoun with high-resolution photos of the first- and second-place winners together with brief, updated biographies, addresses (postal and e-mail), and phone numbers.

Since we have had great difficulty in securing this information in the past, please charge your Competition Coordinator with the responsibility of securing this information and sending it to Harold Calhoun (hc@agohq.org). Remind the winners that up-to-date information in TAO may lead to recital engagements in their area. **Deadline: August 1, 2021**

Note: As soon as convention publicity coordinators/graphic designers have been appointed or engaged, please send their contact information to tsisley@agohq.org. This document is available as a PDF. Send request to tsisley@agohq.org.

Thank you for your help in keeping the magazine on schedule.

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