



2012 EDITORIAL CALENDAR & ADVERTISING DEADLINES

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Each issue of **RECORDING** provides musicians with the pertinent information they want and need to perfect their recordings. Every month **RECORDING** features:

- Equipment reviews and previews
- Studio tips and techniques
- Soundware libraries
- Guitar, Bass, Drum, Vocal & DAW columns
- Interviews with successful Real-World Engineers
- New product announcements
- Softsynth profiles
- Recording fundamentals and audio basics

January

Drums and Percussion

Live, synthesized or sampled, get your triple ratamacues and inverted flam taps to sound stellar.

Space Deadline: 11/01/11 • Materials Due: 11/11/11

February

All Things Vocal (Winter NAMM distribution)

Expert advice on miking, tracking and producing vocals in the studio.

Space Deadline: 11/29/11 • Materials Due: 12/09/11

March

Recording Songwriters (SXSW distribution)

The latest tips and technologies that can help every songwriter achieve super sonic success.

Space Deadline: 01/04/12 • Materials Due: 01/13/12

April

Acoustics and Monitoring (ASCAP Expo distribution)

Did I hear that correctly? We make sure you do!

Space Deadline: 02/01/12 • Materials Due: 02/17/12

May

Miking Instruments

From the tried and true to the hot and new—the tricks and tools to mike it right.

Space Deadline: 03/06/12 • Materials Due: 03/16/12

June

Soundware, Sample Libraries, and Notation Software

What's out there right now, and what it will do for your music.

Space Deadline: 04/03/12 • Materials Due: 04/13/12





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July **All Things Guitar** (Summer NAMM distribution)
Miked or modeled, amp'd or direct, track down the best sound possible!
Space Deadline: 05/02/12 • Materials Due: 05/18/12

August **DAWs: Plug-ins for Audio Production**
Maximize your DAW's music-making flexibility by making the right plug-in choices.
Space Deadline: 06/05/12 • Materials Due: 06/15/12

September **DAWs: The Audio Production Software**
The lowdown on the state of the DAW.
Space Deadline: 07/04/12 • Materials Due: 07/13/12

October **The Mixing Issue** (AES Distribution and our 25th Anniversary issue!)
Make the most of your mix! Read and hear how mixing engineers with Golden Ears get it done.
Space Deadline: 08/02/12 • Materials Due: 08/17/12

November **Mastering: The Final Frontier** (TAXI Road Rally distribution)
Hear the difference? Mastering turns good into great and great into sonically superior. We tell you how.
Space Deadline: 09/04/12 • Materials Due: 09/14/12

December **Our Annual Buyer's Guide**
Can you really have too much great gear? No.
Space Deadline: 10/02/12 • Materials Due: 10/12/12

2012 2012 2012 2012 2012 2012
JANUARY FEBRUARY MARCH APRIL MAY JUNE JULY AUGUST SEPTEMBER OCTOBER NOVEMBER DECEMBER



RECORDING is produced with a digital, computer-to-plate workflow (CTP). To ensure that your final ad output meets our specifications and that you do not incur production service fees, please adhere to the following guidelines:

Binding: Perfect
Color: Four color process
Black & White: Black only
Resolution: 300 dpi

Ad Sizes (Bleed: add 0.125" per side — applicable to trim sizes ONLY)

	Width	Height
Full Page Trim	8.125" 213mm	10.875" 276mm
Full Page Live Area	7.125" 181mm	10" 254mm
Double Page Spread Trim	16.25" 413mm	10.875" 276mm
Double Page Spread Live Area	15.25" 387mm	10" 254mm
1/2 Page Horizontal Trim	8.125" 213mm	5.375" 137mm
1/2 Page Horizontal Live/Non Bleed	7.125" 181mm	4.875" 124mm
1/2 Page Spread Trim	16.25" 413mm	5.375" 137mm
1/2 Page Spread Live Area	15.25" 387mm	4.875" 124mm
2/3 Page Vertical	4.875" 124mm	10" 254mm
1/2 Page Island	4.875" 124mm	7.25" 184mm
1/3 Page Column	2.25" 57mm	10" 254mm
1/3 Page Square	4.75" 121mm	4.875" 124mm
1/4 Page	3.5" 89mm	4.875" 124mm
1/6 Page	2.25" 57mm	4.875" 124mm

Shipping Address:
 Music Maker Publications
 Attn: Production Manager
 5408 Idylwild Trail • Boulder, CO 80301
 303.516.9118 • fax 303.516.9119 • art@recordingmag.com

Storage:
 All ad materials will be stored for one year.
 CD-ROMs will be returned if requested.

Supported software:

Quark XPress 7 or lower, Adobe Illustrator 10 or lower, Adobe Photoshop.

Supported file types:

PDF, TIFF, EPS, PSD, AI, QXD.

High-res. PDFs are preferred. Files created with software not listed above must be saved in either PDF or TIFF format. Files saved as JPG and LZW-compressed files will be converted to noncompressed TIFFs. Production services will be billed according to the fee schedule below.

Images:

All linked image files must be included. All images must be converted to CMYK or grayscale, saved at 300 dpi and placed at 100% printed size. EPS files must be saved with Binary encoding. When applicable, images must be colored and/or rotated before being linked or embedded.

RGB files will be converted to CMYK.

Fonts:

Include all screen and printer fonts (True Type fonts are not accepted). Convert fonts to outlines when available. Do not apply style attributes to fonts.

Missing fonts will be substituted and production services billed according to the fee schedule below.

Color:

All colors must be defined as converted to CMYK process. Best black build: 100% black, 60% cyan.

Labeling requirements:

File names should include advertiser name, publication title, and issue date. ie: Anymusic_REC_0711.pdf

Proofs:

All ads must be accompanied by a final proof. A SWOP-certified composite color proof made from the supplied digital file must accompany every color ad. A PDF is acceptable for content only. Proofs should be at 100% printed size and include registration.

If no proof is provided, we do not guarantee content or color fidelity of the printed ad.

E-mail:

E-mail attachments can be compressed as SIT or ZIP files. A jpeg file should be included as a content proof.

FTP instructions:

<http://dropbox.yousendit.com/RecordingMagazine>

Supported media:

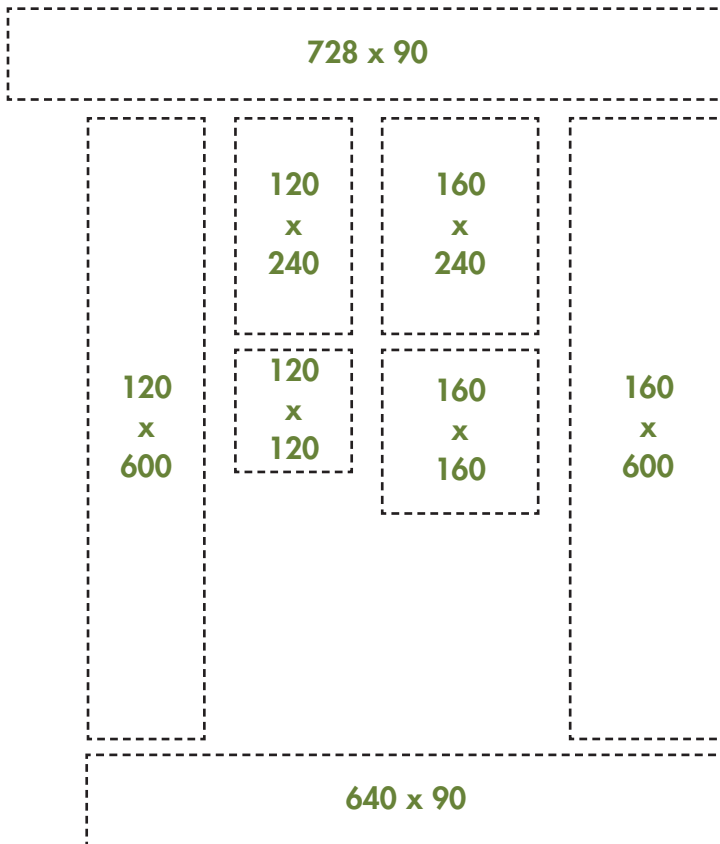
CD-ROM, e-mail attachment.

Production Services Fee Schedule:

Production Rate \$50/hr. (\$50 minimum)



Recordingmag.com



Sizes:

LEADERBOARD: 728x90 (Run of site)
 FOOTER: 640x90
 LEFT TOWERS: 120x600, 120x240, 120x120
 RIGHT TOWERS: 160x600 (Run of site), 160x240, 160x160

Supported file types:

GIF, ANIMATED GIF, JPEG, SWF, PNG, 3RD PARTY SERVERS

Include link for banners in a text file or e-mail. FLASH files should include actionscripts (button) for link(s).

File size:

Banners should be kept to 200KB or less.

Color:

All colors must be RGB.

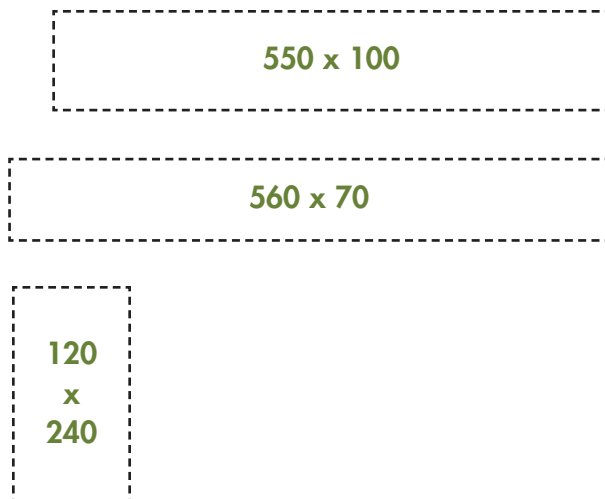
Labeling requirements:

File names should include advertiser name, issue date, and pixel dimension. ie:
 Anymusic_REC_0911_160x600.gif

E-mail for art submission (Website and e-newsletters):

art@recordingmag.com

Spotlight & Sound Advice



Sizes:

SPONSOR BANNER (Spotlight): 550x100
 SPONSOR BANNER (Sound Advice): 560x70
 SPONSOR BANNER (Sound Advice): 120x240

Supported file types:

GIF, ANIMATED GIF, JPEG, PNG
 Include link for banners in a text file or e-mail.

File size:

Banners should be kept to 150KB or less.

Color:

All colors must be RGB.

Labeling requirements:

File names should include advertiser name, issue date, and pixel dimension. ie:
 Anymusic_REC_0911_160x600.gif

