



THE HYMN SOCIETY

# 2021 Media Kit

## For Advertising in:

*The Hymn* (journal)

*The Stanza* (e-news)



The Hymn Society in the United States and Canada

[www.thehymnsociety.org](http://www.thehymnsociety.org)

[www.congregationalsong.org](http://www.congregationalsong.org)



THE HYMN SOCIETY

## About The Hymn Society

Founded in 1922, The Hymn Society was formerly known as The Hymn Society of America, but the name of the organization was changed in 1991 to The Hymn Society in the United States and Canada. The Hymn Society is for those who: believe that congregational song is an integral component of worship, believe that the writing and singing of new texts and tunes needs to be promoted, and value learning about the origins of the words and music they sing.

The Hymn Society in the United States and Canada is a 501(c)3 organization.

## About The Center for Congregational Song

The Center for Congregational Song is the resource and programmatic arm of The Hymn Society in the United States and Canada. We are operated by The Hymn Society which is a 501(c)3 Non-Profit organization funded by its generous members and donors. Because of that, we work to fulfill The Hymn Society's mission to "encourage, promote, and enliven congregational singing."



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THE  
CENTER FOR  
CONGREGATIONAL  
SONG



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## ***The Hymn***

THE HYMN is a quarterly journal, published in Winter, spring, Summer, and Autumn issues by The Hymn Society in the United States and Canada, Inc. For church musicians, clergy, scholars, composers, poets, and others with varied backgrounds and interest, it is the premier publication dealing with congregational song. As a journal of research and opinion containing scholarly and practical articles, THE HYMN reflects diverse cultural and theological identities and also provides exemplary hymn texts and tunes in various styles.

THE HYMN reaches approximately 1200 members and subscribers, many of which are libraries with multiple readership. A significant number of copies are also distributed free as part of the Society's promotional efforts.

## ***The Stanza***

THE STANZA is a monthly e-newsletter sent out to members and friends of The Hymn Society. For anyone interested in congregational song, topics include upcoming events across the U.S. and Canada, calls for scholarly articles, text/tune/song competition announcements, reviews of musical works and hymnals, and news about our members and the world of hymnology.

THE STANZA is sent to over 4000 members and friends and has a remarkable 35% to 40% open rate, meaning over 1500 people read this newsletter each month.



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# Technical Requirements: THE HYMN

Printing: sheet-fed offset

Trim: 8 1/2" x 11"

Binding: saddle-stitched

Screen: 133 line preferred; 150 line max

Materials: Any ad submitted to THE HYMN should be formatted as a high resolution PDF with all fonts embedded and all artwork at 300 pixels per inch. Art in ads for text should be grayscale unless buying a color cover ad.

Color: Available only for cover ads. Any color ads for covers should be CMYK.



SIZE	WIDTH	HEIGHT	Bleed Width	Bleed Height
Full Page	7 1/2"	10"	8 5/8"	11 1/4"
Full Page (back cover)	7 1/2"	6.875"	8 5/8"	Not Available
Half Horizontal	7 1/2"	5"	8 5/8"	5 1/2"
Half Vertical	3 1/4"	10"	4 1/8"	11 1/4"
Quarter Horizontal	7 1/2"	2 1/2"	Not Available	Not Available



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Quarter Vertical	3 ¼"	5"	Not Available	Not Available
2-Page Spread	16"	10"	17 ¼"	11 ¼"

## Rates & Conditions: THE HYMN

TYPE	1 Issue	2 Issues	3 Issues	4 Issues (entire year)
Full Page (greyscale)	\$800	\$750	\$700	\$650
½ Page (greyscale)	\$500	\$450	\$400	\$350
¼ Page (greyscale)	\$300	\$275	\$250	\$200
Full Page Cover (color)	\$1000	\$925	\$850	\$800
½ Page Cover (color)	\$700	\$625	\$550	\$500

Bleed: 10% additional

Guaranteed Position: 10% additional

Advertising is subject to the publisher's approval, but the publisher is not responsible for errors in material received, nor for the omission of an advertisement. Advertisers and agencies assume liability for all content of advertisements printed and also assume responsibility for any claims arising therefrom made against the publisher. Advertising is accepted on condition that the advertising agency acts as "agent" only and payments are guaranteed and assured by the advertiser. The publisher reserves the right to repeat previous copy if no changes are received by the closing date. Advertisers will be billed after each issue appears, and payment is expected



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within 30 days of the invoice date. Advertisers more than six months in arrears will have no further advertisements accepted until their outstanding accounts are settled.

“Ad Swaps” are subject to availability, and priority for available space is given to paid advertisements.

# Submissions: THE HYMN

## Due Dates

<u>Issue</u>	<u>Ad Due Date</u>	<u>Issue Release Date</u>
Winter	November 15	January 1
Spring	February 15	April 1
Summer	May 15	July 1
Autumn	August 15	October 1

**Submit to The Hymn Society Office at:**

Email: [mike@thehymnsociety.org](mailto:mike@thehymnsociety.org)

Subject Line: The Hymn Advertisement Submission







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# Technical Requirements: THE STANZA

12 Issues per year

All ads will appear as a banner (full width of newsletter)

All ads must be submitted as .png files

All ads must be submitted as size 683 (width) X 175 (height) pixels

Web-links must be provided at time of submission and are subject to approval

## PRICING

1 issue = \$250

2 to 5 issues = \$200 each

6 to 11 issues = \$175

12 issues (full year) = \$150 each

## SUBMISSION DEADLINES

15th of the previous month

*(Example: Deadline for March issue is February 15th)*

“Ad Swaps” are subject to availability, and priority for available space is given to paid advertisements.

# Submissions: THE STANZA

Submit to The Hymn Society Office at:

Email: [steven@thehymnsociety.org](mailto:steven@thehymnsociety.org)

Subject Line: The Stanza Advertisement Submission

