



PRODUCTIONS

Show Choir Products and News



MEDIA GUIDE 2019

CONNECTING ADVERTISERS TO
SHOW CHOIR DIRECTORS & BOOSTERS



PRODUCTIONS: SHOW CHOIR PRODUCTS AND NEWS GETS YOUR PRODUCT INFORMATION IN FRONT OF OVER 12,000 ENGAGED READERS.

Our core audience consists of Directors, Assistant Directors, Booster Club officers, and school officials at the high school, middle school, and collegiate levels. Your audience includes all those who make or influence the buying decisions for these dynamic performance groups. Beyond our US readers, we also have subscribers from the United Kingdom, Canada, Italy, Ireland and Australia.

In addition to featuring several show choirs every year, we also offer Celebrity Interviews from people connected to Show Choir: Since we launched in August 2012, we have featured Lance Bass, Miss America 2013 Mallory Hagan, the star of VH1's "Off Pitch," singer Shelly Fairchild, and Tyne Stecklein from "Dancing with the Stars."

Most importantly, *Productions* offers pertinent and trusted editorial and product information on all products and services relevant to our audience: Costuming and Props, Staging, Acoustics and Sound, Videography Equipment, Auditoriums, Music and Custom Music Arrangements, Travel, Camps, Competitions, Fundraising, and more. Additionally, features are searchable through an on-site search engine, making it easy for visitors to find related articles or vendor directory listings by topic. Editorials and features can even be linked to the Vendor Directory.

EDITORIAL CALENDAR 2019

ISSUE	ARTWORK DUE	FEATURES	PRODUCT SHOWCASE
Jan/Feb	1/18/19	Choir Management Software/Travel	Buyer's Guide
Mar/Apr	3/15/19	Acoustics/Camps/Clinics	Staging Equipment
May/June	5/17/19	Fundraising/Travel	Set Design/Sound/Music
Jul/Aug	7/19/19	"Back to School"	Costuming/Auditoriums
Sep/Oct	9/20/19	Staging/Competitions	Fundraising
Nov/Dec	11/15/19	Lighting & Sound FX	Musical Arrangements/Sheet Music

Productions is the only show choir magazine in the industry.

Since we started in 2012, we have become the go-to, trusted source for everything show choir.



RATES

	1X	3X	6X
Full Page	1495	1180	1035
Two Page Spread	2900	2320	2030
1/2 Page Island	875	700	615
1/2 Page	825	660	580
1/3 Page	600	480	420
1/4 Page	465	370	325
Inside Front Cover	1900	1560	1410
Inside Back Cover	1650	1320	1170
Back Cover	2100	1680	1530

MEDIA SPECS

	LIVE AREA	TRIM	BLEED
Full Page	7.625" x 10.125"	8.375" x 10.875"	8.625" x 11.125"
Two Page Spread	16" x 10.125"	16.75" x 10.875"	17" x 11.125"
1/2 Page Island	–	4.875" x 7.625"	–
1/2 Page Horizontal	–	7.75" x 4.875"	–
1/2 Page Vertical	–	3.75" x 9.875"	–
1/3 Page Square	–	4.875" x 4.875"	–
1/3 Page Vertical	–	2.25" x 9.875"	–
1/4 Page	–	3.75" x 4.875"	–

ONLINE

	COST	SIZE
Banner	\$1000/month	728px x 90px
Spotlight Square	\$500/month	180px x 150px
Billboard Square	\$1,200/month	300px x 250px
Targeted Skyscraper	\$2400/month	300px x 600px
Vendor Directory	\$600/year	Logo plus 100 words

WHAT WE COVER

Staging and Auditoriums, Choreography, Music and Custom Music Arrangements, Lighting, Acoustics, Fundraising, Travel, Show Choir Website Design, Costuming, Choir Spotlights, Celebrity Interviews, and more!

APRIL 2018

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CONFESSIONS OF A SHOW CHOIR JUDGE

9.0

MUSIC ROOM ACOUSTICS

JUNE 2018

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CREATIVE SET DESIGN FOR SUMMER MUSICALS

INTEGRITY IN FUNDRAISING

Living SHOW CHOIR
Past, Present, & Future

By Matt Johnson

Let me start by saying my parents bought me a join choir club in the eighth grade. I think enjoying and developing "musical theater" was my favorite choice at the time—like the idea of being just another kid with just hours of daily instruction and not having to be the "best" and not understanding the true importance of learning the skills and techniques, so I'm sorry right grades at the meeting and probably signed up for them. My story doesn't really follow a great pattern, and I don't know if you will see what I mean. Past and Present, Learning from the Future.

I had an idea at the time that the program I had just entered had a long tradition of excellence and high achievement. For instance, at the time, it was the only high school to have the year after graduation, to bring an alternative view to the world. There were a few notable, unique, unique grade assemblies, an authorized youth group assembly, and then at the high school there was the weekly choir group, and single grade group. In the meantime you'll see that "Friday" had much another week of "Friday" when you've been in the same situation can end off for five years.

FEBRUARY 2018

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BUYER'S GUIDE 2018

THE LOWDOWN ON RISERS

AUTHENTICITY, OPENNESS, AND SHOW CHOIR

Over **25** years of Excellence.

DAVE & MARY FEHR

OCTOBER 2018

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From Spotlights to Friday Night Lights
at Mars Hill Bible School

NEW FCC RULES FOR WIRELESS MIC SYSTEMS

FOCUS ON FALL FUNDRAISING

CREATIVE SET DESIGN FOR SUMMER MUSICALS

Creativity Disclaimer: You don't have to be a tech professional to make projections work for you. The quality of your equipment, and your tech expertise, only matter as much as the most important thing is understanding 100% projections, your only boundaries are the limits of your creativity and vision.

THE IMPORTANCE OF Integrity in Fundraising

Integrity in fundraising is about more than ensuring your show choir members are approaching the fundraising event with a sense of purpose and commitment to following through. Integrity in the fundraising event starts when you choose a fundraising company to align with your choir and your own mission, that making the right choice as a fundraising company is a crucial decision.

WHAT TO CONSIDER WHEN UPGRADING YOUR PERFORMANCE SPACE

DON'T LEAVE YOUR LIGHTING IN THE DARK

By Robert Johnson

When it comes to upgrading your school's performance space, there is typically a delicate balance between cost and integrating the latest technology. Usually a lot of thought is given to the visible aspects of the space, and not much consideration is taken for the gear that makes it all work. However, those systems have a direct impact on the quality of the presentation on the stage.

WHAT MANAGEMENT SOFTWARE OFFERS YOUR SHOW CHOIR

If you're the leader of a Show Choir or possibly any other organization that needs reports and activities listed based on dates, club dues, or details, then you know it'll be well above the normal state that you'll get as part of keeping that group and its activities running smoothly. There was two key factors that might most effectively contribute to your organization, and less human. That's your communication, and the second is your data access.

A FEW HIGHLIGHTS OF 2019: PRINT COPIES OF BUYER'S GUIDE WITH EXTRA DISTRIBUTION AT SHOW CHOIR COMPETITIONS

FEBRUARY BUYER'S GUIDE

The Buyer's Guide will be one of the most read and re-read issues of the year. The 2019 Buyer's Guide will be available in both print and digital versions in addition to offering additional editorial contributions. In the Buyer's Guide, we will have a detailed listing of products and services in the Marketplace categories; we also offer clients an opportunity for an Enhanced Buyer's Guide Listing.

AUGUST BACK-TO-SCHOOL ISSUE

The Back-to-School issue will supply new and returning directors, assistant directors, boosters, and school officials with the information they need to start their new school year off with careful and smart planning for the year's staging and sound products, set design and special effects purchases, lighting, costumes, accessories, music, travel opportunities, and fundraising projects.

NOT BOUND BY GEOGRAPHY OR RAPID CHANGES TO THE FIELD

Because we can offer unlimited digital versions, our intended audience has rapidly grown in some ways we anticipated (with more and more show choir members subscribing) but in some surprising ways too. We wanted any show choir members to have access to the magazine, and we have hundreds of subscribers from that demographic. We are also delighted to see that show choir members from other countries continue to subscribe. Finally, we have continued developing our connections to Musical Theatre educators, "regular" Choir directors, and even Band Directors and Boosters. Perhaps most importantly for advertisers, the digital issues also broaden your reach by encouraging sharing from e-blasts and social networking sites. The magazines are shared and re-shared for several weeks after each release date and are permanently archived on our site.

DIGITAL INTERACTION IS PERFECT FOR THIS MOBILE, ACTIVE, AND CREATIVE CULTURE

Because Show Choir booster officers and members are often changing every few years, or even annually, it's crucial they have a simple and quick way to guarantee their subscriptions arrive without fail. Additionally, they can view their digital issues at any time and place and return with one click to issues when they are ready to focus on a task: whether that be choosing costuming, purchasing risers, or looking for tips to mic a stage.



Photo courtesy Mars Hill

Whether we are reaching choral departments with hundreds of students or those who work with smaller collegiate-level or middle-school show choirs, we hit the directors and booster organizations of nearly every show choir in the nation.



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