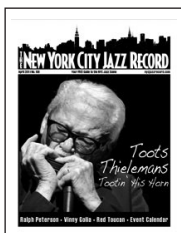
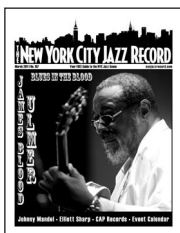


# THE NEW YORK CITY JAZZ RECORD

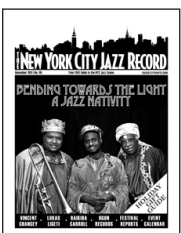
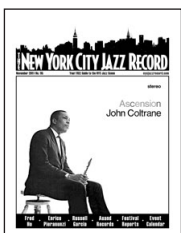
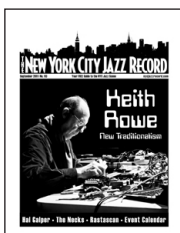
Your FREE Monthly Guide to the NYC Jazz Scene

[nycjazzrecord.com](http://nycjazzrecord.com)



## 2012 Media Kit

Nominee for  
**"Best Jazz Periodical/Website" (2011)**  
 and  
**"Best Periodical Covering Jazz" (2006, 2007, 2009, 2010)**  
 - Jazz Journalists Association Awards



# New York's Only Homegrown Jazz Gazette

# At The New York City Jazz Record...

Founded in 2002 (as *AllAboutJazz-New York*), *The New York City Jazz Record* is a highly respected source for information and opinion on jazz in New York City and thus the larger jazz world. In 2006, 2007, 2009 and 2010, it was nominated as Best Periodical Covering Jazz by the Jazz Journalists Association Awards. With a combined print and online readership of over 20,000 monthly, there is no better way to reach the city's jazz listeners as well as a cross section of the national and international listenership.

Our mission is to promote jazz in New York City through timely editorial coverage of jazz artists and venues. We also publish the city's most extensive calendar of events. Our coverage philosophy reflects the breadth of jazz in New York City and serves as a unifying force for the community. Featured artists have ranged from Anthony Braxton to the Heath Brothers, Evan Parker to Marian McPartland, John Zorn to Sonny Rollins.

Our value as an advertising venue is demonstrated by a selection of featured companies:

**Labels:** Anzic, CIMP, Clean Feed, Concord, Cuneiform, ECM, ESP, HighNote, Intakt, Palmetto, Planet Arts, Playscape, Sunnyside, Thirsty Ear

**Venues:** Blue Note, Carnegie Hall, Cornelia Street Café, Jazz@Lincoln Center, Jazz Standard, Joe's Pub, Iridium, Merkin Hall, Smoke, Village Vanguard

**Festivals:** Caramoor, Litchfield, Melbourne, Newport, Tanglewood, Victo, Vision

## Five Reasons to Advertise

Our in depth editorial coverage of the local NYC jazz scene specific to the month is a reason for readers to pick up each issue.

The city's most complete event calendar listings is an indispensable resource for anyone attending jazz shows in the city. Whether someone goes to one show a month or one a day, *The New York City Jazz Record* is a vital resource.

Accessibility of the paper at nearly 200 locations throughout New York City means that there is no publication that more fully targets jazz listeners in the Metropolitan area.

Each issue is archived on the our website for six months so your advertising dollars do not stop working when the month ends.

Simply can't beat the cost effectiveness! Our large format edition means your ad reproduces bigger and is spread throughout the publication. No full pages of small ads that can be ignored or competitors' ads placed next to each other. Couple this with a wide open editorial policy means reaching people you may not even be directly targeting.



# Testimonials

Most thorough and comprehensive. **(bassist Ron Carter)**

You have a great paper. **(vocalist Sheila Jordan)**

Simply the hippest journal about jazz in New York that has ever been published... The deep passion of all of the folks involved in its production is evident each and every month. **(saxophonist Joe Lovano)**

One of the best, most beautiful things this city has! **(drummer Billy Hart)**

One of the most respected and relied on jazz publications anywhere. **(vocalist Kate McGarry)**

A publication we've been needing for about 100 years. **(saxophonist Prince Lasha)**

An indispensable giveaway. **(Francis Davis, Village Voice)**

A wonderful advertising tool for us. Our presence in the paper has resulted in significantly increased traffic and is the perfect vehicle for reaching our target customer base. **(Maxwell Drums)**

It is great to see a publication that cares about jazz. **(Berklee College of Music)**

Your paper is tremendous. I've enjoyed every page. **(drummer Alvin Fielder)**

The finest jazz newspaper New York has ever seen. **(bassist Lindsey Horner)**

Please keep up the great work. It is really wonderful what you are doing. **(guitarist David Tronzo)**

One of the only 'real' publications out there. **(drummer Allison Miller)**

The paper is fantastic, best mag in the business. **(guitarist Joe Morris)**

I really appreciate the willingness...to perceive the idea that sometimes more isn't less. **(reedman Ken Vandermark)**

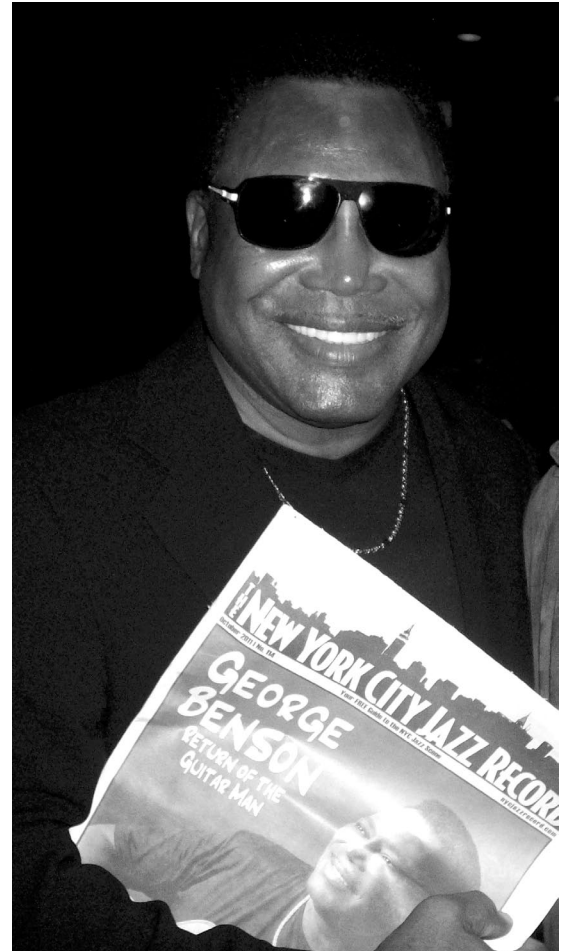
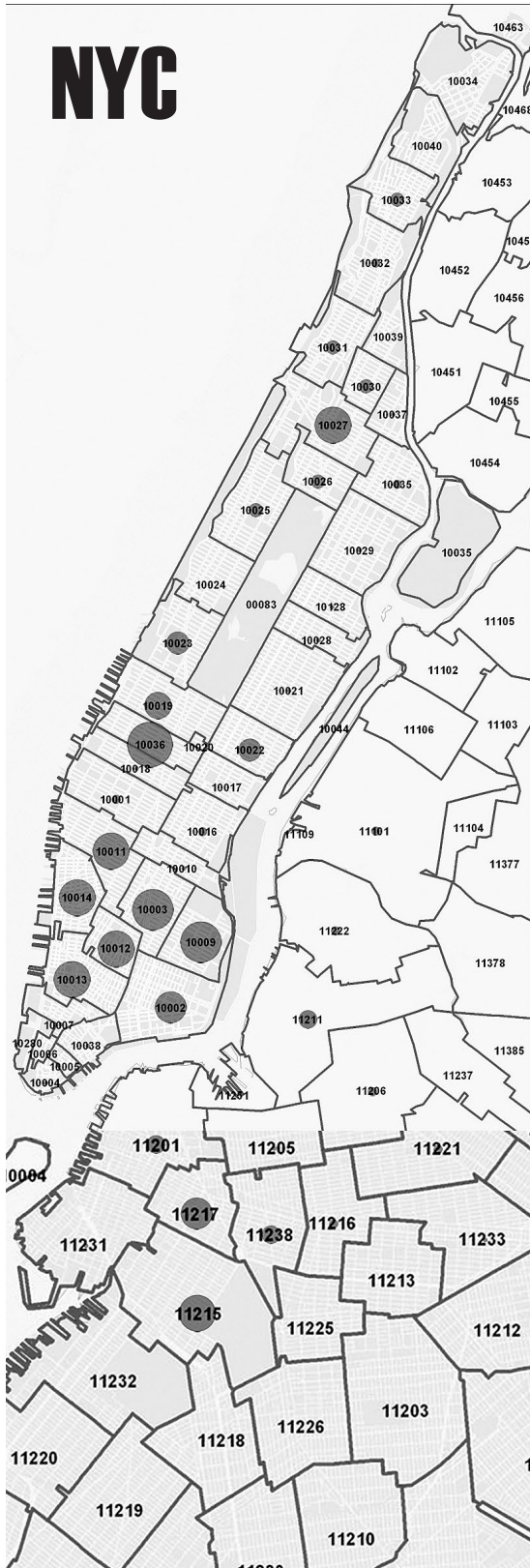
We feel very positive about the work, which really stands out among many of the other publications of its kind. **(Scott Menhinick, Improvised Communications)**

We always appreciate your help...and the great paper you all put out every month. **(Braithwaite & Katz, Publicist)**



# Availability

The city's most targeted jazz publication! Available at nearly 200 jazz clubs, performance venues, music and instrument stores, schools, churches & coffee shops throughout the metropolitan area.



# Advertising Information

AD SIZE	OPEN	3X	6X	12X
 <p><b>FULL PAGE</b> 9.5W x 12H</p>	\$875	\$785	\$705	\$620
 <p><b>TWO-THIRD PAGE</b> 6.25W x 12H</p>	\$640	\$580	\$520	\$450
 <p><b>HALF PAGE</b> 9.5W x 6H</p>	\$515	\$465	\$415	\$370
 <p><b>THIRD PAGE</b> 3.15W x 12H</p>	\$355	\$320	\$295	\$255
 <p><b>QUARTER PAGE</b> 4.75W x 6.25H</p>	\$315	\$285	\$255	\$215
 <p><b>SIXTH PAGE</b> 3.15W x 6H</p>	\$250	\$225	\$205	\$180
 <p><b>TWELFTH PAGE</b> 3.15W x 3.15H</p>	\$160	\$150	\$130	\$120

# Display Advertising

## Mechanical Specifications

*The New York City Jazz Record* is printed by non-heatset process in tabloid format on 30-lb. paper.

**M**ethod of binding: Folded, not stitched.

**P**ublication trim size: 11 1/2" wide, 14" deep. 3 columns per page.  
Type-page size, 10" wide, 12" deep. Margin at fold measures 1/2".

**C**olumn widths: Single column, 3 2/5". Two columns, 6 1/2". Three columns, 10".

**D**epth of column: 12".

**B**leed specifications: Do not include bleeds.

**A**ceptable materials: *The New York City Jazz Record* accepts black-and-white materials in digital format. If you are unable to submit your black-and-white ad in camera-ready format, subject to specifications, we offer typesetting and design services for a 20% charge of the ad rate based on size.

**P**ress gain: Our expected press gain of 30% should be taken into consideration.

**T**ype: We recommend using at least 10-point sans serif type (bold or medium-weight) when reversing type out of one color.

**T**o confirm receipt of materials, or for more information e-mail: [ahenkin@nycjazzrecord.com](mailto:ahenkin@nycjazzrecord.com)

### Digital Ad Submissions

Platform: MAC or PC

File formats: Acrobat, Photoshop, Illustrator. The document size must be set to the ad size.

**M**ethod of delivery: Digital ads may be submitted via e-mail to [ahenkin@nycjazzrecord.com](mailto:ahenkin@nycjazzrecord.com)

**P**roofs: We require jpeg proofs for all pdfs.



# Display Advertising Insertion Schedule

January 2012

Reservation Deadline: December 7th; Material Receipt Deadline: December 12th

February 2012

Reservation Deadline: January 11th; Material Receipt Deadline: January 16th

March 2012

Reservation Deadline: February 8th; Material Receipt Deadline: February 13th

April 2012

Reservation Deadline: March 7th; Material Receipt Deadline: March 12th

May 2012

Reservation Deadline: April 11th; Material Receipt Deadline: April 16th

June 2012

Reservation Deadline: May 9th; Material Receipt Deadline: May 14th

July 2012

Reservation Deadline: June 13th; Material Receipt Deadline: June 18th

August 2012

Reservation Deadline: July 11th; Material Receipt Deadline: July 16th

September 2012

Reservation Deadline: August 15th; Material Receipt Deadline: August 20th

October 2012

Reservation Deadline: September 12th; Material Receipt Deadline: September 17th

November 2012

Reservation Deadline: October 10th; Material Receipt Deadline: October 15th

December 2012

Reservation Deadline: November 12th; Material Receipt Deadline: November 19th



# Display Advertising Publisher-set Ads

If you are unable to submit your black-and-white ad in camera-ready format, *The New York City Jazz Record* provides advertisement design services.

*The New York City Jazz Record* will typeset simple layouts without graphics at a rate of 15% of the open rate.

For more complicated layouts or advertisements with graphics, the charge will be 25% of the open rate.

Minor revisions will be done free of charge. Major revisions will be done at a 10% charge per revision.

Advertisers using *The New York City Jazz Record's* design services are required to provide an electronic version of all text (in either Microsoft Word or .txt format).

Advertisers using *The New York City Jazz Record's* design services are required to provide all logos or graphics in tiff or eps format. Faxed copies of logos and graphics are not acceptable.

**ALL ABOUT BASS**  
The Kadima Triptych Series  
CD / DVD / BOOK

#1 Mark Dresser - Guts, 2010  
#2 Deep Tones for Peace, 2010  
#3 Joelle Leandre - Solo, 2011

**Mark Dresser - Guts**

Includes reviews, investigations and Explanations  
CD: Solo bass improvisations, compositions and improvisations  
DVD: A demonstration of Mark Dresser's use of extended techniques with downloaded images of related reference charts, musical exercises, and concert photos  
Art booklet

**Deep Tones for Peace**

Performances for soloists in the Middle East featuring Zuhair Kafar, Mark Dresser, Victor Dimech, Hani Gannou, Ibra-Katira Gaudina, Lindsay Hornes, C. Jones, Mahamadou Keita, Ousmane Ndiaye, William Parker, Sami Phillips, Gabe Pliha, Rula Piro, Sam Shereff and Sarah Vaseghi  
CD: Solo, improvisation, performance between Jerusalem and New York City  
DVD: Documenting Deep Tones events in Israel  
Photography booklet

**Joelle Leandre: Solo**

Memorabilia including her main sources of inspiration including John Cage, Philip K. Dick, Giacinto Scuderi, Steve Lacy, Philippe Frenay, Ennio Jolas, Dennis Chalko, Georgia Jaki, Anthony Braxton among others  
CD: Solo, improvisation, performance between Jerusalem and New York City  
DVD: Solo, improvisation, performance between Jerusalem and New York City  
Photography booklet

Future triptychs:  
Barry Phillips, Bert Turetzky, Teddy Stahel, Ibra-Katira Gaudina, John Eckhardt

All prices include shipping worldwide

Joelle Leandre - Solo - \$39  
Mark Dresser - Guts - \$29  
Deep Tones for Peace - \$29

Available at [kadimacollective.com](http://kadimacollective.com)

**BRIAN CHARETTE**

"LEARNING TO COUNT"  
AVAILABLE ON  
STEEPLECHASE RECORDS

[www.kingofjazz.com](http://www.kingofjazz.com)

**BRIAN CHARETTE PERFORMS**  
9/15 THE BULLS HEAD (LONDON)  
9/21 CHARLIE WRIGHTS (LONDON)  
9/24 - 11/15 CELLULA NY CZECH TOUR  
(#ACODEZ) FOR DATES

**PHAROAH SANDERS - IN THE BEGINNING**

This four CD set documents the first recordings of the iconic tenor saxophonist, prior to his well-known association with John Coltrane. Beginning with two previously unreleased sessions with Countie Coleman's All Stars in 1945 and 1946, followed by Pharoah's debut date as a leader for ESP-Disco and concluding with the first solo live of the Columbia Records 30 and 31, 1964 Sun Ra at Judson Hall concerts, SANDERS' ONLY KNOWN RECORDINGS WITH THE PROTECTOR, THE SET ALSO INCLUDES VHS RECORDED INTERVIEWS WITH SANDERS, CHERRY, ELEY AND RA BY ESP-DISCO PRODUCER THOMAS PROCTOR.

**MARZETTE WHITTS - AND COMPANY**

THE FLORIAN BOON SAXOPHONIST/CLARINETIST HAD A SHORT-LIVED CAREER AS A MEMBER OF THE SIXTIES AVANT GARDE, BUT ACHIEVED LEGENDARY STATUS FOR THE COMPANY HE KEPT IN HIS COOPER SQUARE LOFT. AMONG THE LEADERS OF CONCRETE COLLEGE, COLA, TONCO, DON CHERRY, RALPH SHARP AND PHAROAH SANDERS OFTEN CONCERTED. THIS DEBUT DATE IS BEST KNOWN FOR THE PRESENCE OF PLAYERS WHO LATE WENT ON TO BECOME REMARKABLE FOR THEIR RECORDING OUTPUT, INCLUDING SONNY SIMONEK, BYRON LANKFESTER, CLAUDIO RODRIGUEZ, BEBE AND JERRY GENTILE.

**FRANK WRIGHT - BLUES FOR ALBERT AYLER**

RECORDED LIVE AT COLTRANE DREAMER RASHED ALI'S STUDIO 77 - ALI'S ALLEY UPON HIS TRUMPET RETURN FROM AN EXTENDED EUROPEAN SOJOURN, THE PREVIOUSLY UNRELEASED DATE FEATURES WRIGHT PIONEER TRUSTED TO HIS INSTANT PLACE-BRIBE ON HIS BIRTHDAY WITH A LUXURIOUS SPACET featuring ALL DONNETTE COLEMAN, PINKIE THE GUITARIST "SHARKS" BLOOD, LANCE AND BASSIST DONNY WALSON. THE DATE REVERENDLY KNOWN BY HIS MOST HOBY GHOST-EST.

**FRANK LOUZE - THE LOWESKI**

THIS PREVIOUSLY UNRELEASED RECORDING FEATURES THE REWINDING MUSIC FROM THE LEGENDARY CONCERT THAT PRODUCED KING'S ESP-DISCO'S TRIBUTE AS A LEADER. BLUES, RAGAS, FUNKING, JAZZ, ENSEMBLE OF CHIEF SAXOPHONIST JOSEPH SHERMAN IN PREPARES HIS FIRST NEW YORK APPEARANCE, WITH THE FUTURE COOL TROUPE BASS AND DRUM TEAM OF WILLIAM PIERCE AND BRAND SHAW AND VIOLINIST CRISTIANO LEE CHUNG (THE MACHO) ON HIS ONLY KNOWN RECORDING. HIGH ENERGY THROUGH IN ITS PUREST FORM.

**ESPDISK.COM**

**DOMAINE**  
- Jam session with Amanda Monaco 3

**WINE BAR**  
Tuesdays / Fridays - Steve Blanco

**LIVE MUSIC AT 9PM**  
Thursdays - Claude D'Alto

9 pm - 12 am  
50-04 Vernon Blvd.  
718-754-2350  
Triun 3 to Vernon  
Jackson Blvd.

[domainewinebar.com](http://domainewinebar.com)

**JEFF WILLIAMS**

Sat. October 29th  
CD Release  
Cornelia Street Café  
29 Cornelia St. NYC  
9:00 and 10:30 pm

Another Time

"A maelstrom with taste... uniformly excellent."  
-Downbeat

Duane Eubanks,  
John O'Gallagher  
Special guest Joe Martin

[whirlwindrecordings.com](http://whirlwindrecordings.com)  
[willfulmusic.com](http://willfulmusic.com)

**SHERYL BAILEY**

New from Sheryl Bailey featuring pianist Jim Ridi - For All Those Living

"one of the new greats of her chosen instrument" - Downbeat Magazine

with Vic Juris - Jazz Guitars Meet Hendrix (Sundazed Records) - [www.sundazed.com](http://www.sundazed.com)

Release party Friday Dec. 9th 52 Tribeca ([www.92ytribeca.org](http://www.92ytribeca.org))

[sherylbailey.com](http://sherylbailey.com)

**CHIP WHITE**  
DOUBLE DEDICATION

Chip White's new two-disc set is here! **Double Dedication**

Steve Wilson (alto sax and flute)  
Randy Brecker (trumpet and flugelhorn)  
Wynton Marsalis (trumpet)  
Kenny Barron (drums)  
Ray Drummond (bass)  
Gail Allen (vocals)  
Chip White (drums, compositions, poetry)

"The music swings hard from the first note and keeps on swinging" throughout the disc... White displays outstanding compositional skills in writing and arranging each tune... Chip White honors his heroes while at the same time struts his stuff as composer, bandleader and poet."  
David Mize, *JazzTimes* NY, July 2008

Buy it on CD/aby at <http://cdaby.com/cd/chipwhite3>

**Hear the Chip White Sunset Ensemble Live!**

Dizzy's Coca Cola Jazz at Lincoln Center Broadway & 60th Street  
October 21-25  
The Late Set at 11 PM (after Bobby Hutcherson)

Patience Higgins (reeds)  
Mike Cochrane (piano)  
Cecilia Coleman (piano Oct. 23)  
Chip Jackson (bass)  
Chip White (drums)

Learn about Chip's gigs, music & poetry:  
[www.chipwhitejazz.com](http://www.chipwhitejazz.com)

# Display Advertising Insertion Order

AD SIZE:                                        
                                  1/12   1/6   1/4   1/3   1/2   2/3   Full

## MONTH(S) OF INSERTION:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
JAN	FEB	MAR	APR	MAY	JUN	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
JUL	AUG	SEP	OCT	NOV	DEC	<u>        </u> YEAR

ARTWORK PROVIDED                     DESIGN REQUIRED

RATE OF INSERTION:        \$ \_\_\_\_\_

BILLING ADDRESS

NAME:

ORGANIZATION:

STREET ADDRESS:

CITY:

STATE:

ZIP CODE:

COUNTRY:

TEL:

FAX:

EMAIL:

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

**PLEASE SIGN INSERTION ORDER AND FAX TO 212-568-9628**



116 Pinehurst Avenue, ste. J41 New York, NY 10033  
phone/fax: 212-568-9628  
www.nycjazzrecord.com

**Laurence Donohue-Greene, Managing Editor** ldgreene@nycjazzrecord.com  
**Andrey Henkin, Editorial Director/Production Manager** ahenkin@nycjazzrecord.com

### ADVERTISING POLICY

Positioning of advertisements is at the discretion of *The New York City Jazz Record*, which will make good faith effort to honor position requests when possible. No allowance will be given for advertisement position.

Open rates will be enforced for failure to meet multiple insertions. Advertisements not received by the closing date may incur open rate charge.

Although every effort is made to ensure that advertisements appear correctly, errors do occur.

Allowance for errors is given as monetary credit or reruns and is based on the impact the error has of the effectiveness of the entire advertisement.

Any request for credit must be received within seven days of publication. *The New York City Jazz Record* assumes no liability for omissions.

*The New York City Jazz Record* reserves the right to make minor color-correction to submitted files for optimal printing.

Advertiser agrees to indemnify and hold *The New York City Jazz Record* harmless against any expense or loss by reason of any claims arising out of publication.

Individuals or organizations not known to *The New York City Jazz Record* are required to pay in advance for their first insertion.

Signature of Insertion Order indicates reading of and agreement to all terms and conditions specified therein.