

## 2023 SUMMER EDUCATION GUIDE

### ADVERTISING WITH US

About the Summer Education 2023 Issue:

- A look at some of the new and innovative education programs
- A look at related career paths
- 60,000 copies of La Scena Musicale will be distributed free across Canada
- Distribution Date: Feb. 9, 2023

**Registration:** Jan 27

**AD Deadline:** Jan 27

**Artwork:** Jan 27

**Publication:** Feb 9

### DISTRIBUTION

English Edition (35,000):

Montreal:	12,000
Toronto:	20,300
Ottawa:	2,000
Mailing/office	700

French Edition (25,000):

Montreal:	20,200
Quebec City:	4,100
Mailing	700

Sales team:  
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Editorial Team  
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### NEW FORMAT for the 2023 Edition

The Feb/Mar 2023 issue of *La Scena Musicale* will contain a special advertising supplement - the Annual Guide to Summer Education. The supplement will reach over 120,000 readers across Canada.

### THIS SUPPLEMENT WILL INCLUDE:

- A special focus on Summer Education
- A guide to Canadian and International Schools. Two options:

#### • 1/4 page info section.

Fill out the questionnaire and *La Scena Musicale*'s art department will take care of the visual presentation.

#### • 1/4 page display banner ad (dimensions 7.326 in x 2.4 in, width x height)

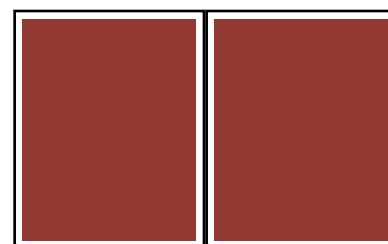
**Cost:** The cost of a listing in both the French and English editions is \$1060 CAN (taxes not included) and \$707 for a single edition. Please note: each school will receive a discount of 15% on our regular advertising rates in this special issue. For those requiring translation, there is a fee of \$40 CAN

### Maximal Visibility Option

Schools looking for maximal visibility can have a 2-page spread in each edition (4 pages in total).

- Price: \$3,888 (a 50% reduction on the list price of \$7,777)
- Price for one edition: \$2,592 (a 50% reduction on the list price of \$5,185)

**Special section on the web.** The complete guide will be available on *La Scena Musicale*'s new website [www.mySCENA.org](http://www.mySCENA.org), special hyperlinks will be made to the websites of each school listed.



**EACH PAGE, 7.326" x 9.8" (no bleed)  
8" x 10.625" (bleed: +.125")**

## Summer Education Guide Questionnaire

Name: \_\_\_\_\_

Programs offered: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Facilities: \_\_\_\_\_

\_\_\_\_\_

Nb of teachers: \_\_\_\_\_ Dates: From \_\_\_\_\_

Nb of students: \_\_\_\_\_ To \_\_\_\_\_

Session fees (\$CAN): \_\_\_\_\_

\_\_\_\_\_

Short description (include strong points and special programs):

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Please send logo (.pdf or .jpg) or photo to [graf@lascena.org](mailto:graf@lascena.org)

\* Contract void without Signature / Signature \_\_\_\_\_

### RATES

**LSM (EN only) -**  
35,000 copies

☐ 1/4 page Listing  
\$707

☐ Maximum  
Visibility  
(2 pages) \$2,592

**LSM (FR+EN) -**  
60,000 copies

☐ 1/4 page Listing  
\$1060

☐ Maximum  
Visibility  
(2 pages) \$3,888

### METHOD OF PAYMENT

☐ Cheque (payable to La Scena Musicale) ☐ VISA ☐ Amex ☐ Mastercard

Advertiser \_\_\_\_\_

Contact \_\_\_\_\_

Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Name on Card \_\_\_\_\_

Authorized Signature \_\_\_\_\_