

# STAND OUT FROM THE CROWD

# Classical :NEXT



**Promote yourself** at Classical:NEXT and become visible to around **1,200 professionals** from more than **45 countries** representing all sectors of the global classical and art music scene.

**Stand out from the crowd!** Capture the attention of a valuable audience through our promotional opportunities before, during and after Classical:NEXT!

For more information contact [advert@classicalnext.com](mailto:advert@classicalnext.com).

## EXPO

Book an expo stand or reception space and reach far more delegates in a personal way on-site, more than you could ever approach individually.

### EXPO STAND

2 x 3 m incl. table, four chairs, sign, electricity, featured in Guide 890.– Euro\*  
persons not included

### RECEPTION SPACE

one hour 500.– Euro\*



## PROGRAMME

Apply for a programme spot in the Showcase festival or Conference and grab the attention of our Classical:NEXT professionals towards your music, service or project.

**off C:N SHOWCASE\*** 2,900.– Euro\*

**off C:N PRESENTATION** as part of the Conference  
featured in the Classical:NEXT Guide, Pocket Schedule, App and online

one hour 500.– Euro\*

half an hour 300.– Euro\*






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## GUIDE PRINT ADS

The Classical:NEXT Guide is the go-to book for the international classical music industry all year round. Adverts inside the Guide and special positions for maximum visibility are available.

	<b>FULL PAGE</b> 160 × 209 + 5 mm bleed	4 colour	1,000.– Euro*
		b/w	750.– Euro*
	<b>1/2 PAGE</b> horizontal, 145 × 97 mm	4 colour	625.– Euro*
		b/w	440.– Euro*
	<b>1/2 PAGE</b> vertical, 70 × 199 mm	4 colour	625.– Euro*
		b/w	440.– Euro*

## GUIDE SPECIAL POSITIONS

<b>BACK COVER</b>			
FULL PAGE	160 × 209 + 5 mm bleed	4 colour	2,000.– Euro*
<b>INSIDE FRONT (FLAP)</b>			
FULL PAGE	140 × 209 + 5 mm bleed	4 colour	1,800.– Euro*
<b>INSIDE BACK (FLAP)</b>			
FULL PAGE	140 × 209 + 5 mm bleed	4 colour	1,700.– Euro*
<b>LAST INSIDE PAGE</b>			
FULL PAGE	160 × 209 + 5 mm bleed	4 colour	1,500.– Euro*

## POCKET SCHEDULE

The compact Classical:NEXT Pocket Schedule is carried 24/7 by all delegates during Classical:NEXT. A limited number of advertising spots are available.

<b>INSIDE PAGE</b>	FULL PAGE 155 × 105 + 5mm bleed	4 colour	1,000.– Euro*
<b>BACK COVER</b>	FULL PAGE 155 × 105 + 5mm bleed	4 colour	2,000.– Euro*



### ARTWORK

- » single closed high resolution PDF-file (file format: x3 Standard)
- » all fonts and images embedded and correct preview
- » CMYK (RGB, Pantone or Spot colours not permitted)
- » Send FTP upload details or small files (max. 10 MB) via email to [advert@classicalnext.com](mailto:advert@classicalnext.com).

### MEASUREMENTS

- » All measurements in mm, horizontal × vertical.
- » For Guide ads take into account the type area measurements (145 × 199 mm) to avoid important ad content being cut.

Guide ads are usually positioned on the left-hand side.

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## BAG INSERTS

The Classical:NEXT Bag is given to every delegate upon arrival. Inserting your item, such as a CD, DVD, flyer or magazine is a great way to gain exposure and additional reach.

One item in all bags 500.– Euro\*

## EXCLUSIVE ADVERTISING

Placing your brand or logo on the Classical:NEXT Bag, Lanyard or Wristband is an effective opportunity and will ensure distinctive visibility to all delegates.

**BAG** (printing on one side of all bags) 5,000.– Euro\*

**LANYARD** 3,000.– Euro\*

**WRISTBAND** 2,000.– Euro\*

## WEB BANNER

Present your web banner on classicalnext.com at any time of the year to bring your artist, company or event to the attention of the world.

**SKYSCRAPER BANNER** on classicalnext.com

120 × 600 px max. 100 KB, placed on the main page or all subpages  
1,000 ad views, (fixed adViews = 1,000)

90.– Euro\* per 1,000

**RECTANGLE BANNER** on classicalnext.com

300 × 250 px max. 20 KB, placed directly underneath top news  
1,000 ad views, (min. 5,000 ad views to book, max. 15,000)

60.– Euro\* per 1,000

## C:N NET

Become part of our online networking platform C:N NET for one year to stay connected beyond the event.

**ACCOUNT FOR ONE YEAR**

(free of charge if you register for Classical:NEXT 2018)

48.– Euro\*



For further package offers, premium partner benefits and more information, please contact us at [advert@classicalnext.com](mailto:advert@classicalnext.com).

[classicalnext.com/promote](http://classicalnext.com/promote)

\* All prices are net prices, VAT to be added if applicable.