

The OHS is a vibrant twenty-first century organization with 2,200+ members across the country and growing. With an online monthly newsletter {OH!}, a quarterly journal {The Tracker}, a website, an online store {OHS catalog} and an amazing Pipe Organ Database, the reach of OHS to its members and beyond is impressive. You will be well served by placing strategic advertisements in several or all these outlets.

ADVERTISING OPPORTUNITIES

1. **OH!** the monthly newsletter sent to over 2200+ members



Only **two** advertisers per month are featured in this online newsletter. This is an excellent focused promotion of your brand, institution, or company.

OH! the monthly newsletter of OHS				
A single banner Ad is displayed at the top & bottom of our e-newsletter including a link to your website. Distribution is on the 15 th of each month.				
	1 month	Multiple months	1 YEAR	
Banner and hyperlink	\$125	\$100	\$900 (\$75/month)	

2. **The OHS Online Store**



Only **one** advertiser per month is featured in this online catalog. This is an excellent focused promotion of your brand, institution or company.

THE OHS WEBSITE			
A single banner Ad is displayed on the home page or interior pages for a period of one [1] month, six [6] months OR an entire year.			
PAGE	1 MONTH	6 MONTHS	1 YEAR
Home Page	\$100	\$500 (\$83/mo.)	\$900 (\$75/mo.)

*exclusive
opportunity*

3. The OHS website

- a. Main page – visited annually by 25,000 viewers with over 70,000 page views
- b. Membership renewal page (most popular)

OHS is only accepting one vendor ad for each of the pages listed above. This is truly an exclusive opportunity to showcase you and your company. Ads can run for six months or an entire year.

THE OHS WEBSITE			
A single banner Ad is displayed on the home page or interior pages for a period of one [1] month, six [6] months, OR an entire year.			
PAGE	1 MONTH	6 MONTHS	ANNUAL
Home Page	\$100	\$500 (\$83/mo.)	\$900 (\$75/mo.)
Membership Renewal page	\$80	\$400 (\$67/mo.)	\$700 (\$58/mo.)
Donations page	\$80	\$400 (\$67/mo.)	\$700 (\$58/mo.)

4. The OHS PIPE ORGAN Database

Created and maintained by OHS members, the database has tremendous reach and appeal to advertisers. Imagine a site that boasts **350** new users per day, nearly **25,000** sessions a month and **5.5 million** page views per year! Advertising opportunities are available on the HOME PAGE, the SEARCH page and any inside page including by individual STATE. The Database is the most frequently visited section of the OHS website and provides a substantial resource for the Society’s outreach and public exposure.

THE PIPE ORGAN DATABASE			
A single banner Ad is displayed on the home page or one of four [4] search pages for a period of six [6] months OR an entire year.			
PAGE	1 MONTH	6 MONTHS	ANNUAL
Home Page - 2 spots only	\$160	\$840 (\$140/mo.)	\$1200 (\$100/mo.)
Inside pages – 1 per page	\$75	\$360 (\$60/mo.)	\$700 (\$58/mo.)

5. The Tracker

Our quarterly publication, THE TRACKER, has become America’s pipe organ journal – elegant and sophisticated. Builders, architects, tuners, scholars, students, historians, performers, and enthusiasts are the influential individuals who shape the course of the pipe organ. Our printed publications are distributed to OHS members, businesses, and organizations in the field, and organ aficionados worldwide, with an estimated readership of 5,000.

Kindly direct all advertising inquiries, orders, payments and Press-ready/digital artwork to:
Advertising Manager, Organ Historical Society, 484.488.PIPE {7473}
330 North Spring Mill Road, VILLANOVA, PA 19085
Advertising@organhistoricalsociety.org

THE TRACKER | Four [4] time rate contingent on commitment to publish ads in four consecutive issues. Ads may be different in every issue, provided they are submitted as press-ready art.

SIZE	BORDER DIMENSIONS	1 ISSUE	4 ISSUES (\$/issue)
Color			
Name/Address – 3-line Maximum	3.5" w X 1" H	\$80	\$288 (\$72 per)
1/8 Page – business card	3.5" w X 2.125" H	\$85	\$306 (\$76.5 per)
¼ Page	3.5" w X 5" H	\$160	\$576 (\$144 per)
½ Page – vertical	3.5" w X 10" H	\$275	\$990 (\$247.5 per)
½ Page – horizontal	7.5" w X 4.5" H	\$275	\$990 (\$220 per)
Full Page	7.5" w X 10" H (non-bleed size)	\$570	\$2052 (\$513 per)
Full Page with bleed	8.5" w X 11" H (add .125" bleed)		
Back Cover	8.5" w X 11" H (add .125" bleed)	\$735	\$2646 (\$661.5 per)
Inside Covers	8.5" w X 11" H (add .125" bleed)	\$630	\$2268 (\$567 per)
FRONT COVER + 2 pages content	8.5" w X 11" H (add .125" bleed)	\$1130	N/A

TRACKER ISSUE	DEADLINE	MAILING DISTRIBUTION
January	November 15, 2024	January 2025
April	February 15, 2025	April 2025
July	May 15, 2025	July 2025
October	August 15, 2025	October 2025

- **THE TRACKER FILE SPECS AND SUBMISSION** - Please submit your ad copy files through email. If the file is too large for your email provider, file sharing services such as DropBox are available and may be used. Our preferred file formats are either a Print-Ready PDF with all fonts embedded, or a graphics file with a minimum of 300 DPI resolution (PSD | TIFF | JPG). We do have limited ad design services available at an extra charge. Please contact OHS for more information.
- **THE PIPE ORGAN DATABASE:** Banner Ads are offered for display in the two [2] sizes and locations as above. Please supply us with complete URL address for hyperlink to your website or page; image / logo / text to size; JPEG or PNG format; RGB color-mapping; Design services are available or for assistance with simple Ads, contact our Ad manager. A single banner Ad is displayed within the right hand sidebar of browsing and/or information page/s [when available, specific pages may be specified, please inquire], per each six [6] month advertising period.
- **PAYMENTS:** All payments must be in U.S. funds and drawn on a U.S. Bank. Make checks or money orders payable to “Organ Historical Society”. VISA, MasterCard, American Express, and Discover are accepted. For your convenience, credit card payments / orders may be placed securely online or placed by phone to the advertising manager. Invoicing / open account NET 30 terms may be requested via E-mail to the advertising manager.
- **BANNER AD SPECIFICATIONS** Resolution: 300DPI Size: 1140 X 120 pixels PNG, JPG or GIF files only. No animated gifs.