SIGNAL & SONG

THE MAGAZINE FOR INDEPENDENT ARTISTS WHO REFUSE TO BE INVISIBLE

Advertise to independent artists in a magazine that *shows you its rates.*

Signal & Song is read by independent artists who are actively spending money: deciding where to put their career budget, who to trust with their music, and what to buy next. Every rate we charge is published.

16	$60	3	4
Advertising positions per edition	Lowest published rate	Editions your founding rate is locked for	Network channels behind every edition

WHO YOU ARE REACHING

One audience. Mid-decision.

Signal & Song exists to answer questions our readers cannot get answered anywhere else, which means they arrive on a page already looking for a solution to something. Independent artists have more questions than anyone is answering.

INDEPENDENT ARTISTS

Unsigned and self-released musicians trying to get their music out legally and collect what they are owed. They spend money on their careers because nobody else is going to.

Every genre (gospel, R&B, country, hip-hop, rock, worship) held to one content standard: nothing profane, sexually explicit or degrading. Your name never lands beside something you would have to explain.

WHAT THEY ARE WORKING ON RIGHT NOW

- Copyright registration and publishing administration
- Distribution, mastering and studio time
- Entertainment attorneys and contract review
- Radio servicing and promotion
- Instruments, gear and artist development

WHAT WE WILL NOT TELL YOU

We are not going to quote you a circulation figure. This is the premiere edition, and any number we gave you would be a guess dressed up as data.

That is the same standard we hold the magazine to. Every statistic in Edition 1 is attributed to a named source with its sample size and field date. Vendor-produced figures are labelled as vendor-produced. Where a genuine data gap exists, we say so instead of filling it.

A magazine that refuses to print an unverified number is the one publication that can be trusted when it says it does not have your number yet.

WHAT YOU ARE BUYING INSTEAD OF REACH

CATEGORY EXCLUSIVITY

One distributor in the premiere edition. One entertainment attorney. One studio. A large publication cannot offer that because it sells to everyone. We can, because there are sixteen slots and we choose who fills them.

A REPORT AFTER THE ISSUE

Every advertiser receives a written performance report after the edition closes: what we distributed, where, and what your position did. We could not find a single competitor offering this.

RATE LOCKED FOR THREE EDITIONS

Book the premiere issue and your rate holds for your first three editions, however the readership grows. Founding advertisers are credited in every future edition's masthead.

A HUMAN WHO ANSWERS

You deal directly with the publisher. Artwork adjusted, position moved, questions answered. No ticket queue and no account manager who inherited you.

RATE CARD — PUBLISHED IN FULL

Premiere edition founding rates

Book the premiere issue and your rate does not move for your first three editions, even as readership grows.

Position	Dimensions	Rate
Premiere Anchor Sponsor Back cover + inside front cover + directory listing + an on-air mention on MBSGGTV. One per edition.	Multi-position	$1,200
Sponsored Feature Full-page advertorial written by our editorial team, clearly labelled. You approve before it runs.	Full page + digital	$850
Back Cover Seen by every reader, including the ones who never open the issue. One advertiser per edition.	1080 × 1440 px	$600
Inside Front Cover The first page after the cover. Never scrolled past.	1080 × 1440 px	$450
Inside Back Cover Last full page before the close, beside the media kit.	1080 × 1440 px	$400
Full Page — run of book Two positions available. Choose your page — see placement overleaf.	1080 × 1440 px	$300
Spotlight Sponsorship “Presented by” at the top of the Artist Spotlight. One available. No competing ads on the page.	Logo + one line	$250
Half Page Two positions available, on a shared page.	1080 × 940 px	$175
Quarter Page Placed inside an article, in the reading flow.	1080 × 480 px	$140
Half Banner In-article placement. The cheapest way to appear beside a feature.	1080 × 340 px	$95
Directory Listing Forty words on the *Businesses That Support Signal & Song* page — the back-of-book page readers save. Six available.	Up to 40 words	$60

MULTI-EDITION DISCOUNTS

3 editions −10% · 6 editions −18% · 12 editions −25%. Applied on top of your locked founding rate.

WE BUILD YOUR AD. INCLUDED.

Send your logo, a headline, about forty words and a photo. We lay the page out and send you a proof — **no design fee for founding advertisers**. You own the finished files.

NONPROFIT RATES

Available on request. Tell us you are a 501(c)(3) and we will quote accordingly.

PAY BY CARD

Directory listings, banners, quarter and half pages and the spotlight sponsorship can be paid online instantly. Larger positions are enquiry-first, because several are exclusive.

PLACEMENT

Buy the page, not just the size.

A display ad next to unrelated content is a billboard. An ad next to the article that just convinced someone they have a problem is a solution. Tell us who you serve and we will put you beside the page where they realise they need you.

Distributors, PROs & rights administrators Pages 8–9 · Royalties feature	Where we explain the three organisations collecting three different royalties, plus the money map that follows them. Readers arrive not knowing two of them exist, and leave ready to sign up.
Entertainment attorneys & contract review Pages 11–12 · Copyright & splits	Our splits and work-for-hire feature ends by telling artists to put the clause in front of a lawyer before signing. You are the next step in that sentence.
Studios, mastering & radio promotion Page 15 · Radio-Ready	A practical guide to what a music director actually needs — clean edits, proper metadata, a professional one-sheet. Readers finish it with a shopping list.
Anyone wanting a whole page to themselves Page 18 · Spotlight sponsorship	The Artist Spotlight carries a single “presented by” credit at the top of the page. One sponsor, one page, no competing ads — and the page readers are most likely to share, because it is about a real person.
Instrument & gear retailers Run of book · Artist section	Twelve consecutive pages read by working independent musicians who buy their own equipment.

WHAT WE WILL NOT RUN

Signal & Song declines advertising from pay-for-placement playlist services, guaranteed-stream services, “we will make you famous” development schemes, and anything requiring an artist to pay an upfront fee to be considered for a placement or a record deal.

We devote a page of the magazine to warning artists about those operators. It would be strange to take their money on the next page. We say it here rather than burying it in terms and conditions, because if we will turn away revenue to protect our readers, you can work out how we will treat you.

EDITORIAL CALENDAR

What’s coming, so you can plan.

Most publications will not show you this. If a future edition suits you better than this one, book that one.

Edition	Lead feature	Space closes
Premiere Fall 2026 · Out now	Three organisations, three royalties. Copyright registration and splits. The 13.1-cent correction. Radio-ready. AI and your check.	Positions still available. Artwork accepted until each position sells.
Edition Two Winter 2026–27	Sync licensing. Why owning both copyrights makes you a one-stop clearance — and the strongest business case there is for keeping your masters.	21 days before publication
Edition Three Spring 2027	The 35-year clawback. Termination rights under § 203, and why the words “work made for hire” on a contract matter decades later.	21 days before publication
Edition Four Summer 2027	Radio, revisited. Chart strategy across formats with a year of spin data behind it rather than folklore.	21 days before publication

Every edition also carries The Signal (front-of-book data briefs), the Artist Spotlight, the Signal & Song Directory and Businesses That Support Signal & Song. Planned, not promised: if a lead feature moves, we tell every advertiser booked into that edition before it goes to press, and you can move with it or take a refund.

SPECIFICATIONS

ARTWORK

- Or send us your logo, a headline, about forty words and a photo — we build it
- JPG or PNG at the stated pixel dimensions, RGB
- PDF accepted for print-derived creative — we convert
- Supply at 2× where possible; read on phones and large displays
- Keep essential text and logos 60 px inside every edge
- Send one destination URL with your file

DEADLINES

- **Premiere edition:** no artwork deadline — your ad appears within a few days of approval
- **From Edition Two:** space closes 21 days before publication
- **Finished creative:** 14 days before publication
- Proof within three business days; nothing runs until you approve it
- Cancel more than 14 days out for a full refund

SIGNAL & SONG

Tell us who you are trying to reach.

We will recommend a position rather than sell you the most expensive one. Nothing about getting in touch commits you to anything.

Book a position

ads@signalandsong.com

signalandsong.com/advertise
Full rate card, placement guide, editorial calendar and an enquiry form — all published, nothing gated.