

# drum corps world

## 2011 MEDIA INFORMATION & ADVERTISING GUIDE



- ADVERTISING RATES
- AD SIZE DEPICTIONS

# **DRUM CORPS WORLD**

**Madison, WI**

## *Office numbers:*

TOLL FREE: 1-800-554-9630 or 608-241-2292

*Evenings and Sundays are best for reaching Steve Vickers*

## *Fax:*

608-241-4974 (24 hours)

## *Web site:*

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

## *Publisher/editor:*

**Steve Vickers**

E-mail: [publisher@drumcorpsworld.com](mailto:publisher@drumcorpsworld.com)

## *Advertising sales:*

**Doug Smith**

E-mail: [dougsmith2@cogeco.ca](mailto:dougsmith2@cogeco.ca) Phone: 613-536-5540

## *Owned by:*

Sights & Sounds, Inc., a Wisconsin corporation

Established in October 1971

## ***DRUM CORPS WORLD OFFERS YOU THESE BENEFITS:***

### ***Frequency***

We release electronic issues monthly covering not only the competitive season, but also the off-season when corps are making purchases.

### ***Readership***

We e-mail the directors of EVERY drum and bugle corps worldwide a link to our newspaper on a year-around basis ... plus fans, participants, circuit administrators, instructors, judges, board members, as well as band, winter guard and indoor percussion directors.

### ***Flexibility***

You can select display space in a wide variety of sizes and configurations to be placed in one issue, a combination of issues or in all of the 12 issues scheduled throughout the year. Web site advertising is also available for additional exposure.

### ***Editorial Support***

We'll publish news and photographs about your products or services to reinforce your advertising message. We are also interested in feature articles about your company of a non-advertorial nature.

### ***Design services***

We can design a single advertisement or a series in a campaign to help meet your advertising objectives if you would like to have our help in preparing materials.

Please contact Doug Smith or Steve Vickers at any time with questions or to discuss your advertising plans. We look forward to working with you. Together, we can continue to help the drum and bugle corps activity grow and allow more young people to benefit from participation.

*Drum Corps World* was introduced at the same time Drum Corps International was formed – in the fall of 1971 at the American Legion Uniformed Groups Congress held in Indianapolis, IN. This followed a successful summer of shows by the Midwest Combine and the United Organization of Junior Corps (UOJC).

Thirteen of the top junior drum and bugle corps directors got together to discuss combining their regional efforts into an international organization and *DCW* was prominent in spreading the word of that original announcement.

Founder and director of the Troopers, Jim Jones – also one of the founders of DCI – decided the new organization needed a *voice*. He and Don Whiteley, publicist for the Denver-based *Drums Along the Rockies* competition and promotion director for the Denver ABC affiliate, KBTW, decided to start *Drum Corps World* and publish it in Denver, CO, through their new company, Whiteley-Blake Enterprises, Inc.

The first edition was distributed in October 1971 at the Indianapolis Athletic Club (now a boutique hotel) meeting where Drum Corps International was officially introduced.

Richard Blake, editor of the Boston-based *Drum Corps News*, initially ran the newspaper and started a recording company, db Records, to produce the first season of DCI performances.

Two years later, in June 1973, Steve Vickers was hired as editor after Dick Blake, and subsequently an interim editor, resigned.

In June 1974, Vickers purchased the publication from Whiteley, Jones and Richard Wentland establishing Sights and Sounds, Inc. to publish the newspaper and create other products. It was originally based in Golden, CO. 2011 season marks Vickers' 37<sup>th</sup> year as owner and 50<sup>th</sup> season of involvement in the drum and bugle corps activity.

The periodical has changed format several times, starting out as a tabloid newspaper, switching to a magazine design with the mid-1974 ownership shift, back to a tabloid newspaper at the beginning of 1978 and continuing now as an on-line electronic magazine beginning with the May 2011 edition.

Between 1974 and 1978, the business was run by Vickers out of his apartment in Golden, CO. After relocating to Madison, WI, in January 1979, a full-time editor was added in 1981, a full-time office manager in 1983 and a full-time advertising sales person in 1986. It returned to a one-person operation in 2005.

*Drum Corps World* has a volunteer staff of writers, photographers and artists – approximately 45 individuals – scattered around the world who contribute material to the 12 monthly editions.

Vickers was chairman of the 1985, 1986, 1987, 1992, 1999, 2002 and 2006 Drum Corps International Championships held at the University of Wisconsin's Camp Randall Stadium in Madison, DCI's most successful and popular site with corps and fans in the organization's 39-year history.

Sights & Sounds, Inc. published a 432-page history of the drum corps activity in 2002 that covered an 80-year span from 1921 to 2001 and a second 432-page volume in 2003. In early 2007, Vickers produced a 232-page book for DCI containing 2,147 photographs from the DCW archives and a second book was published in the June 2010 covering DCI's first decade. Also in the spring of 2010, a 370-page spiral-bound volume of nearly 1,000 cartoons and advertising art was published, titled "The Art of Drum Corps World."

Vickers was inducted into the World Drum Corps Hall of Fame in September, 1985, and the DCI Hall of Fame in August 2007 for his contributions to the drum and bugle corps activity over a 40-plus year time span.

The company has also been involved in preserving historical recordings from the 1950s, 1960s and 1970s, originally recorded by Dale Johnson, Stetson D. Richmond, Alf Wateska and Ed Burke, and a series of historic DVDs from material filmed in the 1950s, 1960s and 1970s, introduced in 2006, from the Troopers' collection.

See our web site: [www.drumcorpsworld.com](http://www.drumcorpsworld.com)  
and our Facebook page: [www.facebook.com/DrumCorpsWorld](http://www.facebook.com/DrumCorpsWorld)

### **Dear Advertiser:**

Thank you for having an interest in *Drum Corps World* and the potential of my on-line magazine to help you reach the unique market that it represents. DCW marked its 39<sup>th</sup> anniversary in April, 2011 – and 39<sup>th</sup> season covering the drum and bugle corps activity, not only in North America, but in other parts of the world.

My staff and I have produced more than 14,500 pages of material and 24,000 photographs through involvement in and support of hundreds of corps and thousands of fans since the first edition was released in October 1971.

Advertising support from your company demonstrates a belief in the future of all the drum and bugle corps organizations and the performers who participate each season at every level, as well as a confirmation of the trust you place in *Drum Corps World* to reach a valuable audience for your product or service.

Purchasing advertising in any of our issues will provide added value.

**Steve Vickers**, Publisher

**PREFERRED POSITIONING:** an additional 5%

**HOTSPOT ADDITIONAL:** \$100 per insertion

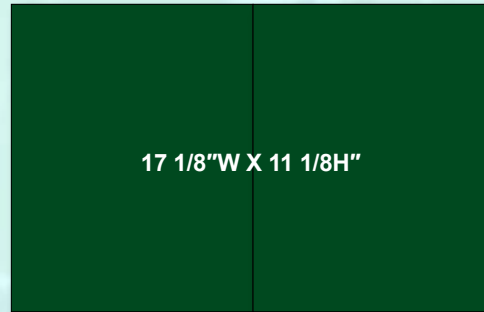
**15-30 SECOND VIDEO/COMMERCIAL  
INSERTED WITH AD:**

**BLEED ADDITIONAL:** \$100 per insertion

6 months, \$1,500  
12 months, \$2,700

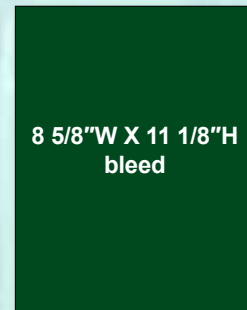
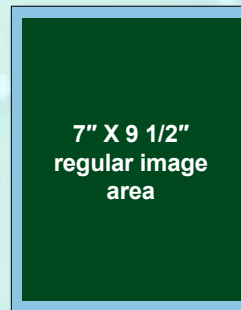
**DOUBLE PAGE SPREAD** (*Bleed Only*)

1X ..... 1,400  
6X ..... \$1,200  
12X ..... \$1,000  
Bulk Buy .... \$8,500



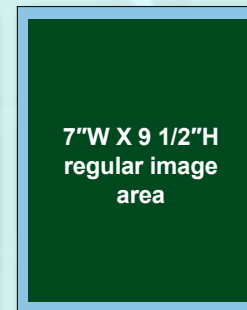
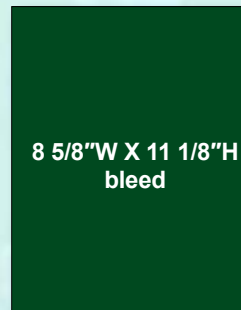
**FULL PAGE**

1X ..... \$800  
6X ..... \$700  
12X ..... \$600  
Bulk Buy .... \$6,000



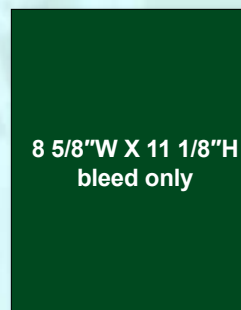
**INSIDE FRONT OR INSIDE BACK COVER**

1X ..... \$1,000  
6X ..... \$900  
12X ..... \$800  
Bulk Buy. .... \$8,000



**BACK COVER**

1X ..... \$1,200  
6X ..... \$1,100  
12X ..... \$900  
Bulk Buy .... \$9,000



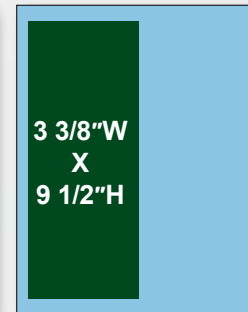
**1/2 PAGE ISLAND**

1X ..... \$600  
6X ..... \$500  
12X ..... \$400  
Bulk Buy .... \$4,100



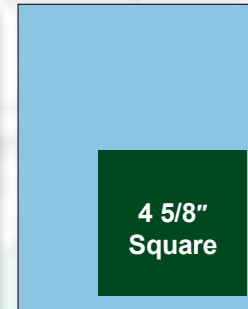
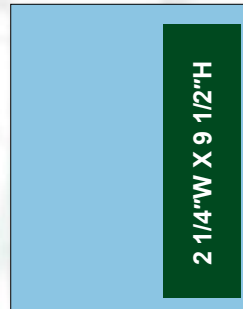
**1/2 PAGE (Horizontal or Vertical)**

1X ..... \$600  
6X ..... \$500  
12X ..... \$400  
Bulk Buy .... \$4,100



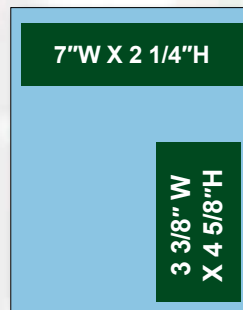
**1/3 PAGE (Square or Vertical)**

1X ..... \$450  
6X ..... \$350  
12X ..... \$300  
Bulk Buy .... \$3,000



**1/4 PAGE (Horizontal, Banner or Vertical)**

1X ..... \$300  
6X ..... \$250  
12X ..... \$200  
Bulk Buy .... \$2,100



*All ads are full color*

**CORPSTORE**

*7 issues from November 2011 through May 2012*

1 unit \$300  
2 units \$600  
3 units \$800  
4 units \$1,100

*There will be 8 units per page,  
each unit being 2 1/4\"W X 2\"H*

**MARKETPLACE**

*12 issues from April 2011 through March 2012*

1 unit \$700  
2 units \$1,200  
3 units \$1,800  
4 units \$2,500

*There will be 8 units per page,  
each unit being 2 1/4\"W X 2\"H*

**NON-PROFIT ORGANIZATION DISPLAY RATES PER INSERTION**

*(corps and contest sponsors)*

**Full Page** . . . \$650  
**1/2 Page** . . . \$450  
**1/3 Page** . . . \$250  
**1/4 Page** . . . \$200  
**1/8 Page** . . . \$150

*(For mechanical specifications, see illustrations above.)*