



Colorado Music Educators Association

Advertising Rate Card effective July 1, 2009

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General Advertising Rates as follows:

| <u>Ad Size</u> | <u>Single Issue</u> | <u>Four Issue</u> |
|--|---------------------|-------------------|
| •Full page, back cover- COLOR (7.5" x 10") | \$630.00 | \$610.00 |
| •Full page, inside cover- COLOR (7.5" x 10") | \$590.00 | \$560.00 |
| •Full page, inside cover- B & W (7.5" x 10") | \$440.00 | \$410.00 |
| •Full page, (7.5" x 10") | \$340.00 | \$315.00 |
| •2/3 page horizontal (7.5" x 6.67") | \$255.00 | \$235.00 |
| •2/3 page vertical (5" x 10") | \$255.00 | \$235.00 |
| •Half page horizontal (7.5" x 5") | \$230.00 | \$210.00 |
| •Half page vertical (3.75" x 10") | \$230.00 | \$210.00 |
| •1/3 page horizontal (7.5" x 3.33") | \$180.00 | \$165.00 |
| •1/3 page vertical (2.5" x 10") | \$180.00 | \$165.00 |
| •1/4 page (3.75" x 5") | \$155.00 | \$135.00 |
| •1/6 page (2.25" x 5") | \$125.00 | \$110.00 |
| •1/12 page (2.25" x 2.5") | \$50.00 | \$40.00 |
| Conference Program Cover ad | \$380.00 | N/A |
| Conference Program Full page Color | \$315.00 | N/A |
| Conference Program Full page ad | \$265.00 | N/A |
| Conference Program 1/2 page | \$215.00 | N/A |
| Conference Program 1/4 page | \$190.00 | N/A |
| Conference Program 1/12 page | \$75.00 | N/A |

All ads are to be submitted via e-mail in JPEG or PDF to:
editor@cmeaonline.org by the submission date listed on your advertising contract.

General Guidelines:

1. In accordance with the recommendation of the National Council of State Editors, no agency or cash discounts will be given.
2. The four issue discount applies to the Colorado Music Educators Journal only.
3. All price quotes are JPEG or PDF files submitted electronically. Additional charges will apply for any ad copy that requires set-up or preparation. All fonts, scans, and art must be included.
4. Billing follows mailing. All billing is by invoice and includes a tear sheet. All billing and payment question should be directed to: office@cmeaonline.org or to CMEA Publications, PO Box 18770, Denver, CO 80218.
5. Any invoice outstanding after 30 days are subject to a late fee of \$15.00.
6. All written information should be sent to CMEA at PO Box 18770, Denver, CO 80218 to the attention of: Publications

Mechanical Specifications as follows:

- Page size (trimmed): 8 1/2” x 11”
- Process: Photo lithography on glossy paper
- Halftones: glossy prints and reproduction proofs are acceptable, 150 line screen preferred.
- Advertising is accepted in electronic format by either pdf file via e-mail or on disk (CD, ZIP, etc.) **ALL FONTS, SCANS, AND ART MUST BE INCLUDED.**

Circulation:

| | |
|---|-------|
| Music Educators in Colorado | 1,475 |
| Music Education Students | 295 |
| Exchange, MENC, and other State offices | 200 |
| Advertisers and subscribers | 55 |

CLOSING DATES:

| | |
|---------------------------------------|--------------------|
| Colorado Music Educator- Fall Issue | AUGUST 15 |
| Colorado Music Educator- Winter Issue | OCTOBER 15 |
| Colorado Music Educator- Spring Issue | FEBRUARY 22 |
| Colorado Music Educator- Summer Issue | JUNE 22 |
| Conference Program | OCTOBER 15 |

Publication Schedule:

| | |
|--------------------------------------|---|
| Colorado Music Educator Fall Issue | Mailed October 15 |
| Colorado Music Educator Winter Issue | Mailed December 30 |
| Colorado Music Educator Spring Issue | Mailed April 15 |
| Colorado Music Educator Summer Issue | Mailed August 15 |
| Conference Program | To Printer December 30, distributed at Conference |