

Colorado Music Educators Association

Advertising Rate Card effective July 1, 2007

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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")	\$625.00	\$595.00
•Full page, inside cover- COLOR (7.5" x 10")	\$575.00	\$545.00
•Full page, inside cover- B & W (7.5" x 10")	\$425.00	\$395.00
•Full page, (7.5" x 10")	\$325.00	\$300.00
•2/3 page horizontal (7.5" x 6.67")	\$240.00	\$220.00
•2/3 page vertical (5" x 10")	\$240.00	\$220.00
•Half page horizontal (7.5" x 5")	\$215.00	\$195.00
•Half page vertical (3.75" x 10")	\$215.00	\$195.00
•1/3 page horizontal (7.5" x 3.33")	\$165.00	\$150.00
•1/3 page vertical (2.5" x 10")	\$165.00	\$150.00
•1/4 page (3.75" x 5")	\$140.00	\$120.00
•1/6 page (2.25" x 5')	\$110.00	\$95.00
•1/12 page (2.25" x 2.5")	\$50.00	\$40.00
Conference Program Cover ad	\$375.00	N/A
Conference Program Full page Color	\$300.00	N/A
Conference Program Full page ad	\$250.00	N/A
Conference Program 1/2 page	\$200.00	N/A
Conference Program 1/4 page	\$175.00	N/A
Conference Program 1/12 page	\$75.00	N/A

All ads are to be submitted via e-mail in TIFF format 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 TIFF 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.
5. Any invoice outstanding after 30 days are subject to a late fee of \$15.00.

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 30
Colorado Music Educator- Winter Issue	OCTOBER 15
Colorado Music Educator- Spring Issue	FEBRUARY 15
Colorado Music Educator- Summer Issue	MAY 15
Conference Program	OCTOBER 15

Publication Schedule:

Colorado Music Educator Fall Issue	Mailed October 15
Colorado Music Educator Winter Issue	Mailed December 8
Colorado Music Educator Spring Issue	Mailed April 15
Colorado Music Educator Summer Issue	Mailed July 15
Conference Program	To Printer December 20, distributed at Conference