

THE MARYLAND MUSIC EDUCATOR

Information and Advertising Rates, Effective July 1, 2008

PUBLISHER: Maryland Music Educators Association, Inc.
A federated state unit of MENC: The National Association for Music Education

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GENERAL INFORMATION:

- Reaches all areas of music education: choral, band, orchestra, general music, research, elementary, middle school, junior high, senior high, college, university, private schools, private teachers, and music supervisors.
- Four issues per school year, approx. 44 to 64 pages per issue.
- Published in Sept.-Oct. (Fall), Nov.-Dec. (Winter), March (Spring), and May (Summer).

ADVERTISING CLOSING DATES:

- **Insertion orders due by: Sept. 1, 2008 (Fall Issue [Fall In-Service Day])**
Nov. 1, 2008 (Winter Issue [Conference])
Feb. 1, 2009 (Spring Issue)
April 1, 2009 (Summer Issue)
- **Camera-ready copy due by: Sept. 15, 2008 (Fall Issue [Fall In-Service Day])**
Nov. 15, 2008 (Winter Issue [Conference])
Feb. 15 2009 (Spring Issue)
April 15, 2009 (Summer Issue).

- News releases from the Music Industry considered on basis of news value to the music education profession and space available.

MECHANICAL REQUIREMENTS:

- Page size, trimmed: 8 1/2" x 11", 3 columns per page.
- Type page size: 7 1/2" x 10". Column width: 14 picas.
- Printing: offset.
- Good quality black and white or color photos acceptable. Digital photos, 300 dpi, preferred.
- Digital ads in PDF may be submitted via e-mail or on disk.. Reproduction proofs or offset negatives accepted.
- Bleed ads accepted.

CIRCULATION:

- All issues mailed to music teachers, supervisors, and college music education students who are MMEA members. Also mailed to libraries, to music educators association editors, presidents, and managers in other states, and to advertisers, subscribers, and associate member contributors.
- Total circulation: approx. 1,700.

ADVERTISING RATES (sizes can vary slightly):

	<u>Per issue rate</u>
Full Page (incl. inside covers),	\$185.00
2/3 Page	\$145.00
1/2 Page (horiz., vert.)	\$125.00
1/3 Page (horiz., vert, island).	\$105.00
1/4 Page (horiz., vert.)	\$90.00
1/6 Page (horiz., vert.)	\$80.00
2-color - Full Page (including inside covers)	\$240.00
4-color - Full Page (including inside covers)	\$300.00
Back Cover, 4-color (Full Page, approx. 7-1/2" x 9-1/4")	\$350.00

2-color and 4-color ads available in all sizes at additional cost.

A 10% discount is available to advertisers who buy space in advance in all four issues for a school year. If you wish to take advantage of this rate, please order space in all four issues on one contract. The first, second, and third issue insertions will be billed at the full per-issue rate. The bill for the fourth issue will reflect the total discount for all four issues. Ad copy and sizes may vary. Exceptions to this billing practice may be granted.

In accordance with the recommendation of the National Council of State Editors, no agency commissions will be given.

PAYMENT: Payment in full may be made in advance at the time of the order or invoice will be sent following publication of each issue. Terms, net 45 days.

SUBSCRIPTION RATE: \$20.00 per year to non-members
 (members subscription included with dues).