



Colorado Music Educators Association

Advertising Rate Card effective July 1, 2020

Margie Camp, CMEA Communications Manager
 (303) 520-4898
communicationscmeaonline@gmail.com

General Advertising Rates as follows:

<u>Ad Size</u>	<u>Single Issue</u>	<u>Three Issue</u>
•Full page, back cover- COLOR (8.5" x 11")	\$490.00	\$440.00
•Full page, inside cover- COLOR (8.5" x 11")	\$425.00	\$375.00
•Full page COLOR or Black & White, (7.5" x 10")	\$280.00	\$240.00
•2/3 page COLOR or Black & White, (7.5" x 6.67")	\$250.00	\$225.00
•Half page COLOR or Black & White, (7.5" x 5")	\$205.00	\$180.00
•1/3 page COLOR or Black & White, (7.5" x 3.33")	\$155.00	\$130.00
•1/4 page COLOR or Black & White, (3.75" x 5")	\$120.00	\$105.00
•1/6 page COLOR or Black & White, (2.25" x 5")	\$100.00	\$80.00
Conference Program Cover ad	\$575.00	N/A
<i>(Reserved only for those who purchase 3 or more advertisements for the year)</i>		
Conference Program Full page Color	\$450.00	N/A
Conference Program Full page ad Black & White	\$375.00	N/A
Conference Program 1/2 page Color	\$325.00	N/A
Conference Program 1/2 page Black & White	\$300.00	N/A
Conference Program 1/4 page Black & White	\$250.00	N/A
Mobile App conference Program Banner Ad	\$350.00	N/A
CMEA E-mail Newsletter per month- (for profit)	\$105.00	N/A
CMEA E-mail Newsletter per month- (non-profit)	\$80.00	N/A

Email newsletter ads are (1.5" x 2")

All contracts that are pre-paid (payment must accompany the contract) at placement will receive an additional 15% discount. All ads are to be submitted via e-mail in JPEG or PDF to: communicationscmeaonline@gmail.com 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 pre-paid 15% discount applies to the on-line journal, the printed conference program, and the mobile conference program. Payment must accompany contract at time of placement and cannot be invoiced.
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. Advertisements placed in 2020-2021 for the *At-A-Glance* Conference Program will also be placed in the mobile on-line conference program at NO additional charge.
5. **Please note that in order to reserve a cover in the CMEA At-A-Glance Program you must purchase a minimum of three (3) advertisements in CMEA publications in addition to the conference program. Cover pages are assigned as advertising contract are received and pre-paid.**
6. Billing follows publication for those accounts not pre-paid. All billing is by invoice. All billing and payment questions should be directed to: officecmeaonline@gmail.com or to CMEA Publications, PO Box 44489, Denver, CO 80201.
7. Any invoice outstanding after 30 days are subject to a late fee of \$25.00.
8. All written information should be sent to CMEA at PO Box 44489, Denver, CO 80201 to the attention of: Publications

Mechanical Specifications as follows:

- Page size: 8 1/2" x 11"
- Process: On-line placement on CMEA Web-site for Journal and Photolithography on glossy paper for conference program.
- 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	1,250
Music Education Students.....	275
Exchange, NAFME, and other State Offices.....	200
Advertisers and subscribers.....	55
On-line Journal posted on our web site.....	60,628 hits from 14,188 different users

CLOSING DATES:

Colorado Music Educator- Fall Issue
Colorado Music Educator- Winter Issue
Colorado Music Educator- Spring Issue
Conference Program
Email Newsletter

AUGUST 30
OCTOBER 30
FEBRUARY 30
OCTOBER 30

25th of the month prior

(Email newsletter sent in September, October, November, December, January, February, March, April, May and June)

Publication Schedule:

Colorado Music Educator Fall Issue
Colorado Music Educator Winter Issue
Colorado Music Educator Spring Issue
Conference Program/Mobile program

Posted on-line October 15

Posted on-line January 6

Posted on-line April 15

To printer December 20th, distributed at Conference

Mobile program application live on January 5, 2021

1st of the Month...September through June

E-mail Newsletter