



Colorado Music Educators Association

Advertising Rate Card effective July 1, 2021

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 Margie Camp, CMEA Administrative Assistant
 (303) 520-4898 or email at 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")	\$500.00	\$450.00
•Full page, inside cover- COLOR (8.5" x 11")	\$425.00	\$375.00
•Full page COLOR (8.5" x 11")	\$375.00	\$325.00
•2/3 page COLOR, (7.5" x 6.67")	\$350.00	\$300.00
•Half page COLOR, (7.5" x 5")	\$250.00	\$215.00
•1/3 page COLOR, (7.5" x 3.33")	\$155.00	\$130.00
•1/4 page COLOR, (3.75" x 5")	\$120.00	\$105.00
•1/6 page COLOR, (2.25" x 5")	\$100.00	\$80.00
Conference Program Full page Color	\$425.00	N/A
Conference Program 1/2 page Color	\$325.00	N/A
Conference Program 1/4 page Color CMEA	\$250.00	N/A
E-mail Newsletter per month-	\$100.00	N/A

Email newsletter ads are (1.5" x 2")

For the 2021-2022 publication year contracts and payments for advertising will only be accepted through our on-line payment portal. You may access the portal at <https://cmeaonline.org/advertise-with-cmea/>. When you complete all required information this will become your contract with CMEA for advertising. ***If you complete your advertising information and payment prior to 11:59 pm on August 20th you will receive a 10% discount off of your total 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. 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.
3. All written information should be sent to CMEA at 3617 Shoshone St, Denver, CO 80211 to the attention of: Publications

Mechanical Specifications as follows:

- Page size: 8 1/2” x 11”
- Process: On-line placement on CMEA Website.
- 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
Collegiate Music Education Students.....	375
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	AUGUST 30
Colorado Music Educator- Winter Issue	OCTOBER 30
Colorado Music Educator- Spring Issue	FEBRUARY 28
Conference Program	OCTOBER 30
Email Newsletter	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	Posted on-line October 15
Colorado Music Educator Winter Issue	Posted on-line January 15
Colorado Music Educator Spring Issue	Posted on-line April 15
Conference Program	Live on January 5, 2022
E-mail Newsletter	Emailed by the 5 th of the month