



Colorado Music Educators Association

Advertising Rate Card effective June 1, 2024

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General Advertising Rates as follows:

<u>Ad Size</u>	<u>Single Issue</u>	<u>Three Issue</u>
•Full page COLOR (8.5" x 11")	\$485.00	\$415.00
•2/3 page COLOR, (7.5" x 6.67")	\$375.00	\$350.00
•Half page COLOR, (7.5" x 5")	\$300.00	\$275.00
•1/3 page COLOR, (7.5" x 3.33")	\$175.00	\$150.00
•1/4 page COLOR, (3.75" x 5")	\$150.00	\$135.00
•1/6 page COLOR, (2.25" x 5")	\$125.00	\$100.00
Conference Program Full page Color	\$525.00	N/A
Conference Program 1/2 page Color	\$385.00	N/A
Conference Program 1/4 page Color	\$310.00	N/A
CMEA E-mail Newsletter per month-	\$105.00	N/A

Email newsletter ads are (1.5" x 2")

For the 2024-2025 publication year, contracts and payments for advertising will only be accepted through our online payment portal. You may access the portal at <https://cmeaonline.org/advertise-with-cmea/>. When you complete all the 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 26th 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 1,335
Collegiate Music Education Students..... 275
Exchange, NAFME, and other State Offices..... 200
Advertisers and subscribers..... 22
On-line Journal posted on our website.....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 On-line Live on January 13, 2025
E-mail Newsletter Emailed by the 10th of the month