



Missouri School Music Magazine
Official Publication of the Missouri Music Educators Association

Advertising Information

MAILING INSTRUCTIONS: Address all correspondence and materials to: editor@mmea.net

DEADLINE AND PUBLICATION DATES

Deadline for submission of materials: August 1, November 1, February 1, April 1

Publication Dates: September 1, December 1, March 1, and May 1

No cancellations or changes are allowed after the deadline date.

ADVERTISING RATES (per insertion)

<u>SIZE</u>	<u>MECHANICAL SPECIFICATIONS</u>	<u>B/W</u>	<u>4-COLOR</u>
Full page	7" wide x 10" high Bleed: 8 1/2" x 11 1/4"	\$325.00	\$655.00
2/3 page	4-9/16" wide x 10" high - vertical 7" wide x 6-3/4" high – horizontal	\$275.00	\$605.00
1/2 page	4-9/16 wide x 6-7/8" high – vertical 7" wide x 5" high – horizontal	\$210.00	\$540.00
1/3 page	2-1/16" wide x 10" high – vertical 4-9/16" wide x 5" high – horizontal	\$165.00	NA
1/4 page	2 1/16" wide x 6-3/4" - vertical 4-9/16" wide x 3-7/16" high – horizontal	\$140.00	NA
1/6 page	2-1/16" wide x 5" – vertical 4-9/16" wide x 2-1/2" high – horizontal	\$125.00	NA
Rate for ads less than 1/6 page (per column inch)		\$50.00	NA

*Above rates are for electronic, camera ready ads (PDF, JPEG, TIFF, Photoshop, AI, PSD, or PNG).
 Advertisers are responsible for any extra charges for setup and/or composition.*

COVER PAGES \$50.00

**Includes inside the cover (front and back)
and the back cover (2/3 page horizontal only)**

COLOR: MSM includes a limited number of color pages in \$165.00 (per color)
each issue. Preference will be given to 4 color ads, and will be \$330.00 (4 color)
included only if space permits.

INSERTS: Information upon request. \$400.00 (center insert reserved for the 2015-2016 editions)

MECHANICAL SPECIFICATIONS

Page type size 7" x 10" (42 x 60 picas) trim 8-1/2" x 11-1/4";
column width, 2-1/16" (13 picas);
two column width, 4-9/16" (27-1/2 picas).

MSM prints in both two and three columns per page.

Halftones, 150 line screen preferred. PDF, AI, PSD, TIFF, JPEG, or PNG files accepted.

COMMISSIONS AND CASH DISCOUNT: None

All accounts are due upon date of publication. Terms: Net Cash

CIRCULATION: 4,500+

Our circulation is over 4,500 copies each issue. It is mailed to members of the Missouri Music Educators Association, including active, retired, and collegiate; all Missouri secondary school administrators; and all Missouri college libraries.

SUBSCRIPTIONS: \$12.00 per year, \$3.00 per copy.

MISCELLANEOUS: All copy is subject to publisher's approval; the advertiser assumes full responsibility for ad content. The minimum number of pages in each issue is 52 including cover.

CONTACT

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